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**The Efficacy of Participatory Development Communication in rural cattle
Farming Projects: A comparative study between the Nguni Cattle
Development Project in the Eastern Cape Province of South Africa and the
Heifer Cattle Development Project in the Midlands Province of Zimbabwe.**

BY

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Dissertation submitted in the fulfillment of the requirements for the degree of

MASTERS OF SOCIAL SCIENCE

in the Department of Communication

Faculty of Social Sciences and Humanities



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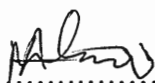
SUPERVISED BY

MR O. O. OSUNKUNLE

NOVEMBER, 2009

DECLARATION

I solemnly declare that this dissertation is my own work and that I have made efforts to ensure that all references have been accurately reported. I further declare that no part of this dissertation has been submitted before, nor is it being submitted for a degree or another qualification at another university or any other institution of learning.



.....
Nhedzi, A

November 2009



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DEDICATION

This dissertation is dedicated to:

- The Glory of God.
- My beloved wife, for dedicated support over the years.
- My father, silenced by motivation, yet loving, dedicated and hard working.
- My mother, who was pained many times that I could be born.



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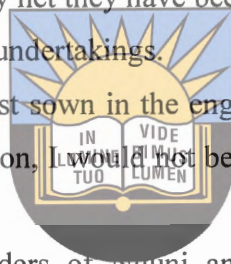
The seeds of my dissertation were first sown in the engagement I had with Dr. Linje Manyozo. Without your inspiration and motivation, I would not be having this dissertation. I heartily thank you.

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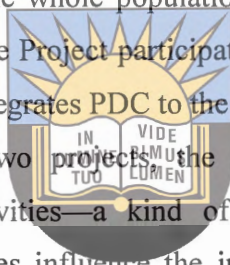


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ABSTRACT

This study examines the effectiveness of participatory development communication (PDC) and empowerment knowledge constructs of Nguni Cattle Project, Eastern Cape Province in South Africa and Heifer Cattle Project, Midlands Province in Zimbabwe. Data for the study was collected from project staff and cattle farmers, who form part of community committees and community members, using triangulation with four data collection methods: participant observation, in-depth interviews, questionnaire interview and documents. This approach involves using more than one research method or data collection technique, because each addresses a different dimension of the research topic. By using a triangulation, qualitative and quantitative research approaches, the farmers' experiences of pro-poor development initiatives (Nguni and Heifer Cattle Projects) were discovered and understood.

As it is often impossible to study the whole population, the researcher makes use of a sample to select subjects who would represent the whole population. A sample of 110 respondents who were involved in Nguni or Heifer Cattle Project participated in the study. The findings revealed that not even one of the two projects integrates PDC to the extent of involving the beneficiaries in the design of the projects. In the two projects, the beneficiaries participate only in the implementation of the projects' activities—a kind of participatory diffusion. Ten highly interrelated factors around three themes influence the implementation process in the specific Nguni and Heifer cattle farming contexts. A major insight that emerged from the study was that the cattle development projects' communication is characterised by a lack of integration of mass media with interpersonal communication. Also, the lack of indigenous media and face-to-face contacts to meet the local needs from Nguni and Heifer Cattle Projects' experiences suggest that communication and development factors are not effectively addressed. Importantly, the projects' findings showed that a donor-driven project design hinders the implementation of an ideal PDC approach.



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LIST OF ACRONYMS

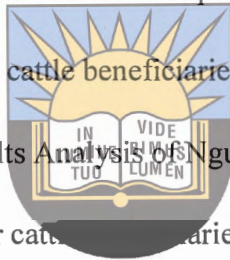
AA	Advisor Agriculture
AGRITEX	Department of Agricultural, Technical and Extension Services
CBD	Community Based Development
CDD	Community Driven Development
FAO	Food and Agriculture Organization
FSRE	Farming Systems Research and Extension
ICTs	Information and Communication Technologies
IDC	Industrial Development Corporation
IFAD	Fund for Agricultural Development
LDS	Lutheran Development Services
MF	Master Farmer
NGO	Non-Governmental Organization
PAR	Participatory Action Research
PDC	Participatory Development Communication
PRSP	Poverty Reduction Strategy and Plan
SARD	Sustainable Agriculture and Rural Development
UFH	University of Fort Hare



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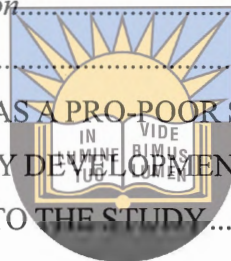


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CHAPTER 1

1.1 INTRODUCTION

The focus of this research project is to examine the efficacy of participatory development communication (PDC) in rural cattle farming projects. It is a comparative study between the Nguni Cattle Development Project in the Eastern Cape Province of South Africa and the Heifer Cattle Development Project in the Midlands Province of Zimbabwe.

This study particularly considers the communication initiatives which foster the mutual dialogue of project stakeholders and the impact it have on poor communities. It is a comparative analysis that tries to understand the dynamics arising from employed communication initiatives which foster the mutual dialogue of project stakeholders and the impact it has on poor communities. The emphasis is on the efforts made to address communication issues and other problems. As some of the developing countries in the Sub-Saharan Africa, South Africa and Zimbabwe faces serious developmental challenges. Several rural development projects have been initiated by numerous national, international development and government agencies but there is no available documentation of the relationship link to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that marks greater equity and the larger unfolding of individual's potential. A review of extant literature calls into question not only the range of such development initiatives (cattle farming projects) but also their effectiveness. It is hoped that this study will play a role in enabling communication to be used more effectively for meeting the many challenges of participatory development communication at grassroots level.

1.2 BACKGROUND TO THE STUDY

Agriculture is one of the cornerstones of rural development in developing countries. It is considered the backbone of Africa's economy whereby about 70% of Africans and roughly 80% of the continent's poor live in rural areas and depends mainly on agriculture for their livelihood (SADC, 2008). In this regard, there are many African countries that include those in the Southern African countries which have responded to the decentralization and local empowerment challenges. Moreover, the rural development approach adopted involves farmers in decision making and this transition marked a decline in African government's influence in managing and

financing of rural development. Although there are enormous increases in involvement of local communities, the Southern Africa Development Community (SADC) region is still confronted with surfeit of development challenges, which have not been resolved since the early 1980s (SADC, 2008). Some of the slowest agricultural growth trends in the world are found in the SADC region, the home to both South Africa and Zimbabwe, estimated at about 2.5% a year over the last decade.

However, due to the socio-political and economic factors that swept through South African history, today, many Black South Africans consider agricultural production as a last choice for their livelihood such that getting employment in urban centres has come increasingly as the way of survival (Oettle *et al.*, 1998). Many agricultural households lost in draught cattle power following the East Coast fever scourge, which decimated African cattle herds on the East Coast in the first two decades of the 20th century. O'Meara (1983) has observed that the transition to capitalist production occurred in South African agriculture in the years 1890 to 1920 whereby black peasants were almost unanimously reduced to wage labourers and/or labour tenants. As such, the need for rural people to acquire the land through reform programme of the government probably stems more to their aspiration for secure tenure (such as residence use). Additionally, they use land as a link to a diverse resource base, rather than to derive the main part of their income from farming. It has become imperative that an extensive range of measures should be put in promotion of sustainable Black rural communities in South Africa since they are becoming less functional (Oettle *et al.*, 1998).



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Since 1997, the Eastern Cape Province of South Africa, through, the Industrial Development Corporation Trust, embarked in a cattle project which was spread to five other provinces namely: Free State, Limpopo, Mpumalanga; Northern Cape and North West (Raats *et al.*, 2004; Mapiye *et al.*, 2007). The project entails the re-introduction of the Nguni cattle breed in selected rural communities of the identified provinces. A project model, which is funded by Norway, was conceptualized by the University of Fort Hare (UFH) (Raats *et al.*, 2004; Mapiye *et al.*, 2007; Musemwa *et al.*, 2008). As a movement in this direction, the Faculty of Agricultural and Environmental Sciences had proposed the establishment of an “Agripark” as an “incubator” for small businesses which have an agricultural bias (Mapiye *et al.*, 2007; Musemwa *et al.*, 2008).

The main objective of the Agripark is to provide an infrastructure and support base for the training of entrepreneurs in agricultural businesses and to act as a catalyst for small-scale farmer development in the rural areas of the Eastern Cape Province (Raats *et al.*, 2004; Mapiye *et al.*, 2007). On the other hand, the current rural and agricultural development system is impacted upon by its historical factors. Like most Southern African countries, Zimbabwe benefited since its independence in 1980 from projects co-funded by the International Fund for Agricultural Development (IFAD) among others (Hanyani-Mlambo, 2002). These projects financed by IFAD among others, include the National Agricultural Extension and Research Project, the Agricultural Credit and Export Promotion Project the Smallholder Dry Areas Resource Management Project, the South-Eastern Dry Areas Project and the Smallholder Irrigation Support Programme (Hanyani-Mlambo, 2002). The IFAD projects were aimed at increasing access to productive resources by smallholder farmers, enhancing food security through sustainable development, improving the agricultural productive capacity of smallholder farmers and raising their livelihood. However, due to the current slow-down of the Zimbabwean's economy, the successes by these projects since establishment are now in vain.



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Another project is the Introduction of Lutheran Development Services (LDS) in Zimbabwe was aimed to prevent starvation by providing immediate assistance to those in need. To achieve such a goal, LDS plans to engage itself in providing provide school supplementary feeding, and supplementary feeding to children under five, and to rehabilitate or construct schools, and dams and to participate in agricultural conservation activities (InterAction, 2001). As for present activities, its projects are based in Midlands (the Zvishavane and Mberengwa Districts), Matabeleland South (Beitbridge and Gwanda Districts), and Masvingo (Chivi and Mwenezi Districts). LDS gave the Heifer cattle to recipients who first had to receive training on cattle rearing. Heifer cattle were given to the group when the recipient passes on an offspring of the original animal to another group family (InterAction, 2001).

1.4 PROBLEM STATEMENT

This study investigates communication intervention factors affecting the adoption of innovation at the grassroots level. In particular, it assesses the importance of communication in all agricultural livestock activities meant for pro-poor growth and development. By examining the

tools and strategies of Nguni and Heifer Cattle Development Projects, it seeks to strengthen the fact that involving the people in their own development can help curbing the food crisis in developing communities. Against this background, agricultural activities are still of paramount importance both for income redistribution and as an opportunity for poor people whose livelihoods mainly relies on agricultural productions. The challenges faced by farmers and agriculture have more to do with food production, food security and intensification of the means production (Leeuwis, 2004). Zijp (1998) argues that although the world food situation has improved, but that have not equitably affected everyone, there are still some people who are still chronically undernourished. Hence, Leeuwis, (2004) confers that improving food security is a challenge which cannot be simply solved by an increase in food production. He further iterates that many causes of food insecurity are insufficient economic development factors outside agriculture, such as, bad governance, detrimental trade relation, debt crisis, and inadequate functioning of agriculture activities (Leeuwis, 2004). It has been suggested that with high demand of intensification of agricultural development activities based on locally adapted knowledge (Van der Ploeng and Long, 1994) and an increase in agricultural production through development and motivation of technical and agricultural innovations, agriculture may become effective (Leeuwis, 2004). All this implies that agricultural innovation systems for rural development should rapidly change in terms of being demand-driven (Heemskerk *et al.*, 2003). This has also affected the livestock (Nguni and Heifer cattle) production in South Africa and Zimbabwe, the central cases of this study.



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The greatest challenge is on improving the livelihoods of the poor beneficiaries (communities). In this scenario, the problems faced by the Nguni and Heifer farmers are market-related constraints such as poor infrastructure, high transaction costs and lack of information (ICD, 2008). Although innovative strategies are there, the problem of participatory issues is not taken into consideration in solving such problems hence, the research examines the existence of participatory development communication in Nguni and Heifer Cattle Projects. Information and communication initiatives should therefore, be geared to strengthen the grassroots, with special emphasis on the way farmers participate.

1.5 AIMS AND OBJECTIVES

This research will examine the social shaping factors of relevant knowledge constructs in innovation design of Nguni and Heifer Cattle Development Projects. The social shaping refers to gender, class and ethnicity factors which determine the people's socio-economic status. Innovation of rural development initiatives normally concerns intended improvements which endeavor after specific goals (Burgelman and Sayles, 1986). In the light of this study, innovation will be dealt with as the idea, action or object, by which an individual or a group is perceived as new (Rogers, 1995; OECD, 1999). For the purpose of this research, the definition of innovation therefore will be to some extent changed to 'the idea, action, practice or object that is perceived as new by an individual or group'. As already mentioned, the term 'innovation' shall be in the context of this study means new ideas or initiatives that agricultural stakeholders initiate as a trajectory to promote the output basing on quality and quantity. For instance, the Nguni and Heifer Cattle Projects are regarded as the innovation within social frame of Eastern Cape Province in South Africa and Midlands Province in Zimbabwe. Innovation can bring uncertainty and as a result, it is important to investigate the impact of innovation (Burgelman and Sayles, 1986; OECD, 1999; Maito, 2004).



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The following are research objectives in this study:

- To explore the current communication processes and tools employed by the innovation of the Nguni and Heifer Cattle Projects.
- To assess existing communication resources, available media access and preferred channels of target groups.
- To determine how participatory development communication would improve these communication processes in the projects.
- To recommend possible solutions needed for farmers and communities in providing development through already wealth of indigenous knowledge.

Triangulation was used to conduct and assess this study, combining a survey questionnaire, focus groups and personal interviews. The main reason for applying triangulation in this study was to obtain more answers from the respondents in the attempt to answer the research question(s) in a satisfactory manner, and also to increase the reliability of the research results.

1.6 RESEARCH QUESTIONS

The research attempts to answer the following core research questions:

- What is the current state of communication processes and tools employed by the innovation of the Nguni and Heifer Cattle Projects?
- How are the existing communication resources, media access and the preferred channels of target groups integrated for the projects?
- How can participatory development communication improve these communication processes in the projects?
- What new strategy can be used to facilitate the adaptation of the development through already wealth of indigenous knowledge farmers and communities?

1.7 HYPOTHESES

- A major necessity for ensuring success in Nguni and Heifer Cattle Projects positively depends upon the complementary of social conditions for innovation.
- Efforts in fighting poverty and achieving development can ultimately succeed if an adequate degree of community participation exist and empowerment by the use of communication methods at all levels (from experts to the communities at large and from the communities to the experts).



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1.8 SIGNIFICANCE OF THE STUDY

This study is based on the premise that agriculture constitutes one key element, within a broad spectrum of strategies that can be adopted to reduce poverty and contribute to local economic development if participatory development communication is employed. The study therefore, contribute to an already rich body of knowledge on the area under discussion and should provide key lessons to policy makers and practitioners engaged in agricultural development initiatives in poor communal settings. These include national, provincial and local governments, as well as non-governmental organizations in developing world context.

More specifically, the study should do the following:

- ❖ Provide a critical presentation on the current situation in Nguni and Heifer Cattle Projects and evaluate the potential factors of development projects that should support dialogue and communication which is built on community's interest.

- ❖ Assess the rural development framework in detail by investigating key aspects required for improved design, implementation and effectiveness of dialogue and communication at all levels.
- ❖ Assess the models that can enhance collaboration and collegial its communication.
- ❖ Contribute to participation, communication, and development as well as innovation knowledge systems in agriculture extension by investigating specific agricultural activities undertaken by improvement of cattle farming in livestock production and proposing an integrative model to explain implementation success.
- ❖ Suggest the involvement of all stakeholders (for instance, farmers, extension workers, input suppliers, trader, processors and policy makers) in conceiving, developing and validating innovations.



1.9 METHODOLOGY

The decision to investigate the involvement of local poor farmers in the Eastern Cape and Midlands province cattle projects was based on the researcher's experience in the poor communities. The research's background includes several years of experience living in some parts of communities that participated in this study. Over the course of his experience, he has seen numerous local people become involved in development projects. Thus, the interest in evaluating development projects dealing with improving livelihood comes naturally.

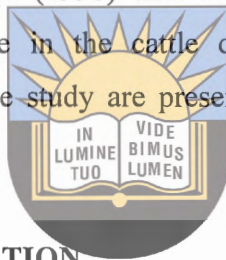
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After the decision to investigate problem of popular participation was made, review of the current literature was conducted. The purpose of the study was established, followed by the development of the research questions and supporting rationale that would guide the study. Subsequently, a thorough review was conducted of the participatory development communication literature, agricultural literature, and other supporting literature, as the literature related to empowerment innovation and communication.

It was decided that the study was both descriptive and exploratory, and employ a triangulation process with both qualitative and quantitative methods included. A methodological instrument specification was selected to guide the researcher in developing the data collection instrument. Following the triangulation instrument development and approval, the study was carried out with

100 subjects in the Eastern Cape Province of South Africa and Midlands Province of Zimbabwe. Data relevant to each research question were collected and analyzed using quantitative analysis, such as frequency distributions, percentages, and standard deviations, and comparative correlations also were calculated on questionnaire survey.

In-depth and focus groups interviews was conducted from a sample of participating farmers to determine their attitude of how they perceive as they experience when planning, implementing, and evaluating cattle project goals. The data collected during the field focus group discussions and personal interviews will be sorted into common themes and synthesized into narrative summaries, as recommended by De Vos (1998) and Creswell (1994), with the summaries describing how local people participate in the cattle development project. The findings, conclusions, and recommendations of the study are presented in the concluding parts of this dissertation.



1.10 OVERVIEW OF THE DISSERTATION

The research is structured as follows, to comply with the aims of the researcher:

Chapter 1 outlines the problem statement, hypotheses, background, purpose and limitations of the study. It reviews the nature and the extent of the study and statement of the problem.

Chapter 2 is the literature review which views the opinion of different authors.

Chapter 3 examines the research methodology and design.

Chapter 4 deals with evaluation of the results of the research findings of the study.

Chapter 5 deals with the conclusions and recommendations of the study.

1.11 SUMMARY

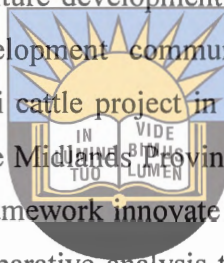
This chapter clearly identifies the aim of the study and provides an adequate account of the intended methodology. It gives a background to the research problem, statement of problem, the research objectives, hypothesis, possible contribution of the research and research overview which are significant to this research. The following chapter deals with the literature review and the theoretical framework.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter aims to review literatures and to present the concepts, theories, models informing this study. The theoretical underpinning of this study is a discursive prose, whereby the arguments are centered on Leeuwis' (2004) notion of rethinking agriculture innovation and Bessette's (2004) perspective on participatory development communication. The processes of knowledge construction are expressed in the study by means of learning frameworks utilised in the rural development projects. In other words, it means, finding out how stakeholders' strategic understanding and conceptions of agriculture development initiatives. Central to understanding the effectiveness of participatory development communication (PDC) and empowerment knowledge constructs between the Nguni cattle project in the Eastern Cape Province of South Africa and the Heifer cattle project in the Midlands Province of Zimbabwe is to understand the experiences of farmers within a social framework innovate to sustain, expand and improve their production systems. This study is a comparative analysis that tries to understand the dynamics that arise when communication initiatives, which foster the mutual dialogue of project stakeholders and its impact on poor communities are employed.



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The chapter also examines the importance of beneficiaries in the innovation of any development project. With references to relevant documents on the changes of beneficiaries' roles and the meaning of their roles to the development initiation of participatory value and further explores the extent to which members of the poor community were being democratically empowered to participate in various activities of the Nguni and Heifer Cattle Projects. As such, to be democratically empowered is generally understood as engaging in paradigms which decentralizes authority for collectivization. Participatory development communication values a process in development initiatives which enables all stakeholders' involvement, instead of the end product and in this case the product would refer to the benefits given to poor communities. Such benefits are the Nguni or Heifer cattle. Its prominence is on the efforts made to address communication issues and other problems. In other words, it examines the relationship between participatory development communication (PDC) and empowerment knowledge constructs. In this exposition, concepts and processes of performance, interaction and interpretation of

literature on the above mentioned issues are discussed. Nevertheless, the theoretical paradigm adopted for this study incorporates systems and network thinking.

In order to gain an in-depth understanding of the issues concerned in this research, it would be useful to provide a general historical idea about the origins, purpose and main paradigms of participatory development and how these relate to communication. Firstly, the chapter provides an overview of the main theoretical approaches of development communication, including how it is shaped and framed within the current pro-poor strategies process of participatory development communication. The key concepts of this study (participation, communication, innovation and development) are also discussed. Secondly, the issues related specifically to participatory development communication are covered. Thirdly, the South African and Zimbabwean rural and agricultural development trajectory is explained. Finally, the last section deals with the literature concerned with participatory development communication approach integrated with the Nguni and Heifer Cattle's Development Projects.



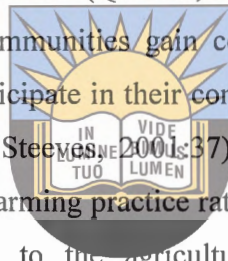
2.1.1 Concerns with Previous Research

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This study is built around the study of innovation which inevitably spreads through effective social organization and communication at community level (Defoer and Scoones, 2001; Padre *et al.*, 2003) and seeks to identify factors that generate or impede Participatory Development Communication. The assumption is that 'top-down' mechanisms have resulted in failure of most of agricultural development projects in the past decades (Leeuwis, 2004). As such, there is a need for beneficiaries to participate in their own development. This development failure in the past has given birth to participatory methods among stakeholders without necessarily having inequality relationship of an expert versus beneficiary (Agunga, 1997, Chambers, 1983; Freire, 1970; 1998; Korten, 1984; Melkote and Steeves, 2001; Rogers and Singhal, 2003). As a result, participatory methods must be utilized in order to elicit the maximum amount of knowledge from the beneficiaries and benefit all of those involved. This interaction heavily requires the development of a special communication strategy which provides a platform for dialogue (FAO, 2006; Bessette, 2004). As such, it provides strategic direction for advancement more especially in agricultural and extension communication contexts. Thus, communication is used at two levels, to provide new information and to engage people into dialogue that yields positive results

in community development. Communication forms the basis for generating awareness, consensus building, making informed decisions, resolving conflicts and generating participation in the processes of change and development (Bessette, 2004). This study assesses how new ideas (innovation) have been built-in into the generation of innovation (Rogers, 1995) of cattle projects in rural areas. A close examination of the literature found some prevailing issues impacting on the validity and reliability of published studies examining effectiveness of rural development.

The objective of this study is based on the concept, development communication, which aims at establishing the right tools to support development in projects and taking into account socioeconomic, cultural and technical factors (Quebral, 1988). Empowerment, a process by which individuals, organizations and communities gain control and mastery over social and economic conditions and democratically participate in their communities and tell their stories is the central aim of the study (Melkote and Steeves, 2001:337). For the purpose of this research, innovation will refer to any new way of farming practice rather than merely focus on technology and how it gives a complete picture to the agricultural production system. Moreover, participation in this research is understood as a means to an end approach so that people can articulate and manage their own development (Melkote and Steeves, 2001:337).



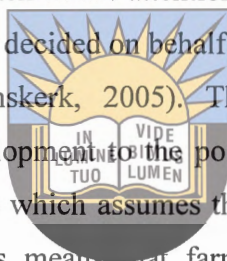
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In order to successfully address the challenges facing poor communities, agricultural innovation (such as in the Nguni and Heifer cattle projects) practices are critically reviewed and contextualized to meet the expected outcomes of this study. However, innovation must be seen as a social competence and as something shared among all those individuals, institutions and organizations that have a stake in rural development. Consequently, this research identifies innovation as a social process, in preference to merely discovery and dissemination of new technical possibilities by individuals. The challenge based on the creation of contexts that consider necessity for such innovation to occur and conditions that would enable people not only to develop new ideas, but also to learn and make use of each other's ideas. The research agenda addresses various challenges posed by factors mentioned above.

2.1.2 Theoretical issues

There has been little theoretical rationale to support the inclusion of the local farmers in the Nguni and Heifer Cattle Projects. These relate to the resource utilisation practices, attitudes, perceptions of the local communities and its implications on the sustainability of the project. With the exception of Cameron (2003) and Chema *et al.* (2003), most research has focused on the projects in general without a clear theoretical underpinning. Most of these researches have focused on the role of both the beneficiaries and development agency but failed to put it into the context of participatory development communication (PDC) (Chema *et al.*, 2003; Bessette, 2004). This means that farming households are told what they should do in rural areas which amounts to an enormous 'top-down' approach where attention to local strategies and practices are neglected. This meant that outsiders know decided on behalf of developing country what is 'best' for them (Chema *et al.*, 2003; Heemskerk, 2005). Their research focus has been on understanding the state of bringing development to the poor communities and publicity of an implied outsider endorsement perspective which assumes that the initiatives are relevant to the beneficiaries (Ashby *et al.*, 2000). This means that farmers are passive and development initiators are thought of using objective consultancy, they are not subjective in their strategies of a development trajectory's strengths and weaknesses (Bessette, 2004; Dagon, 2004).



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2.2 HISTORICAL CONTEXT OF RURAL DEVELOPMENT

Even though being increasingly questioned, the role of the experts and consultants gained a central relevance within the context of development in rural developing world (Chambers, 1998; Shepherd, 1998). Most of the development oriented projects in developing countries are backed on a 'top-down' design and this has made it difficult to relate them with the needs of beneficiaries. In spite of the mentioned shortcoming, the role and rationale behind the project approach ('top-down') does not appear to be questioned by many major player of the development world. It can be stated without doubt that, from a development perspective, a large number of such development projects failed to produce significant results and there has not been a condemned factor. This problem is more significant in agricultural related development projects. There seem to be lack of open declaration of research failure in most of the rural development projects. As admitted by scholars, a number of factors contribute to this policy makers' failure and the practical implementation does not tally in most development projects.

This could also be attributed to the scenario that in spite of an ever-increasing, overt recognition of the need to involve oppressed and disadvantaged people in decision-making and participation, little has been done to create an enabling environment for this to happen (Besette, 2004).

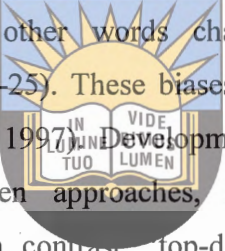
A number of factors are also blamed for the failures encountered. Among the most common are the insufficient involvement of the people whose efforts are supposed to be directed to and the failures to implement the project within budgets or according to the plan (Cusworth and Franks, 1993). This can be seen as an important factor which would impede on the achievement the expected project objectives (Cusworth and Franks, 1993). Hornik (1988) observes that failures of development projects can be divided into three main areas namely, theory failures; (falsely assuming that a certain development problem is linked with a certain solution); programme failures, (due to inadequately designed or implemented projects); and political failures (due to the lack of a politically conducive environment). Other researchers have identified project failures as residing in poor formulation and planning, inadequate design, insufficient understanding of local realities, use of inappropriate technology, ineffective training methodologies and lack of enabling policies (Anyaeibunam *et al.*, 1998; Hornik, 1988).



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Fraser and Villet (1994) express that most of the causes attributed to projects' failures can be traced back to the insufficient involvement, or the lack of involvement, in the decision-making process by the people towards whom the development efforts are aimed (Dagron, 2001). It can be noted that most international organizations and Non-Governmental Organizations (NGOs) working in the development world fail to agree that the lack of people's (beneficiaries) participation is one of the major factors for the failures of many projects (Anyaeibunam *et al.*, 1998). As such, most of these organizations have often been accused of using participation only at face value in order to legitimize their interventions (Rahnema, 1992; Cooke and Kothari, 2001). It has been often discussed as a major cause not only for failure to achieve the set objectives, but also for the lack of sustainability in projects that initially appear to be successful. Whatever the case, there is no doubt that participation, accompanied by horizontal communication, is gaining a growing recognition in the development world, both by major international organizations as well as by smaller local NGOs (FAO, 2006). Shepherd (1998) observes that "thinking about participation has remained at a very idealistic and ideological level.

It has lacked analytical tools, practical methods and an adequate theoretical framework. So, it has degenerated into a kind of propaganda – words to convince audiences that agencies, NGOs and governments have recognized the necessity of involving people in development activities” (Shepherd, 1998:179).

Other development communication scholars argue that the development initiators pay lip service to the concept of community participation (Escobar, 1995; Chambers, 1997). White (1999:34), quoting other scholars refers to the World Bank’s framework for community participation as favouring a passive role for local populations in projects where “decision-making power is never offered to ‘the people’ except to decide what their role might be in an already designed program”. Development has been in other words characterized by biases which are disempowering (Peet and Watts, 1996:20-25). These biases are eurocentrism, positivism, and authoritarian (Escobar, 1995; Chambers, 1997). Development initiatives should be based on ‘bottom-up’, teamwork, participant-driven approaches, initiative from beneficiaries and community determination of content. In contrast, ‘top-down’ and ‘instructor-as-expert’ in development approaches context,  **University of Fort Hare**
Together in Excellence that encourage community understanding of participation (Dagron, 2001, Dervin and Frenette, 2001).

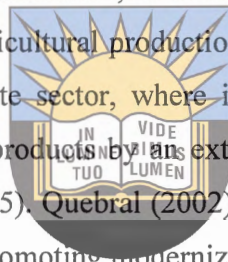
The ‘top-down’ linear model of communication has its media and communication approach unsatisfactorily involving the grassroots people in none dialogic manner (Dervin and Frenette, 2001). Volumes of criticism grew as in the 1970s, where scholars such as Freire (1970) and Gramsci (1971) promoted participatory action research (PAR) which created appropriate learning environments for people to express their needs and achieve development. As a result, there was a paradigm shift in approach of the academics, remarkably Chambers (1983), who argues that ‘putting the last first’ was the only way to achieve development. Putting the last first entails that development practitioners have power over the underdeveloped people of the developing world, placing them in a lesser position. In contrast, putting the first last involves a shift in power, with development experts taking a back seat to the ideas and theories of the poor (Chambers, 1997). The notion of putting the first last is at the center of the discourse surrounding alternative development and this core issue of power separates it from the former. It allows the local people to achieve more control against dictatorship voices and the opportunity to work in a

collaborative way to achieve development. Taking the focus away from the development practitioners and placing the spotlight on the people, completely shifted the 'top-down' approach to development now considered unsustainable because of marginalized people inherent dependency to outside solutions (Chambers, 1997).

2.3 GENESIS OF DEVELOPMENT COMMUNICATION

The historical roots of development communication can be traced back to the challenge in agricultural projects; where most innovations were conceived at public or private research centers and were transmitted to producers via traditional 'top-down' agricultural extension services (Hall *et al.*, 2002). As a Western method, it was employed by most farming oriented agendas and it was meant to increase agricultural production for commercial farming activities. This approach still prevails in the private sector, where input suppliers of seeds, pesticides, fertilizers and machinery promote their products by an extensive collection of communication activities (Hall *et al.*, 2002; Santucci, 2005). Quebral (2002) and Santucci (2005) note that mass communication played a critical role in promoting modernization to the people in the developing world. The radio was one of the main communication instruments used. The national leaders, bureaucrats and experts would broadcast fervently from the cities about the amazing differences that the adoption of new and foreign ideas would bring to the lives of the people. They broadcasted about farming methods, cures for diseases, the importance of sending children to school, the advantages of having fewer children, the desirability of having a stable government, and so on (Hall *et al.*, 2002). The mobile cinema vehicle also became a common sight in the villages. It was one of the most popular diversions in rural communities, since these vehicles generally showed cartoons and comedy films first in order to draw the crowds, who would then stay to watch the newsreels and agricultural extension productions which followed later (Bessette and Rajasundem, 1996; Dagron, 2001).

To some extent, some scholars view that the same 'top-down' approaches exists in many commodities (physical substance such as food or grain which is interchangeable with another), where contract farming covers an important role, the buyer of the commodity imposes a given production technique on the producers, who are taught by advisors and are constantly monitored. These methods have been tried in developing nations with yielding non sustainable results. This



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is because 'top-down' approaches lack of community involvement. Critique of the 'top-down' approach have come to the surface arguing that more attention has to focus on community engagement, an approach that reverses the former (Hall *et al.*, 2002; Santucci, 2005). Servaes (2003:15) argued that for three decades, there has been a dramatic shift from a one-way top-down transfer of messages by agricultural technicians to farmers, to a social process, two-way collaboration of both groups information distribution. In other words, the role of communication has changed. Subsequently, this implies that there is no more attention to one-way communication and all that is required is to seek dialogues through interactions between stakeholders involved in communication.

Development communication concept emerged within the framework and tradition of communication research and practice (the media development) geared towards developed needs of the Third World countries. During the period of 1950s and 1960s, many donor agencies, for example, UNESCO, USAID, the Food and Agriculture Organization (FAO), the United Nations Development Programme (UNDP) and the United Nations Children's Fund (UNICEF), sponsored various projects employing media for communication, information or educational purposes, with a view to promote development (Santucci, 2005). This was meant also to facilitate communication within the framework of development project implementation.

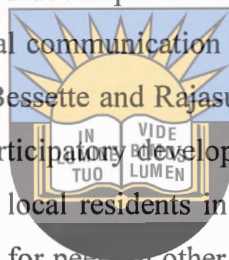
The expression "development communication", according to Clearinghouse (in Bessette and Rajasundem, 1996), was pioneered in the Philippines in the 1970s by Professor Nora Quebral to designate the processes for transmitting and communicating new knowledge related to rural environments. The field of knowledge was then extended to all those seeking to help improve the living conditions of the disadvantaged people. In the same period, Childers and Vajrathan (1968) strongly promoted "development support communication" in the United Nations Development Programme (UNDP) system, insisting on the importance of having a communication component in all development projects (Mefalopulos and Kamlomgera, 2002). The concept of development communication emerged within a framework of the contribution that communication and the media made in developing countries. The media as a communication tool became important because it contributed to the facilitation of disseminated messages that were in support of development initiatives. Within this perspective of development communication, two trends



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developed successively an approach that favoured large-scale actions and relied on the mass media (Bessette and Rajasundem, 1996). This approach promoted grassroots communication which is also called community communication, promoting small-scale projects and relying especially on the light media (such as videos, posters and slide presentation). These trends, which still coexist in the 21st century to various degrees within the field of development communication, are coupled to the evolution of the development and communication models that have marked development efforts to date (Bessette and Rajasundem, 1996).

The participatory development communication (PDC also termed devcom) approach became commonly thought of as a people-centered development. This approach is based on a systems framework with an emphasis on horizontal communication through which the poor are directly involved in the communication process (Bessette and Rajasunderam, 1996). Synonyms used are either participatory communication, or participatory development communication (PDC). These concepts entail a greater need to involve local residents in developing messages or ideas they think would be intelligible and persuasive for peers in other communities and in developing and employing the means of conveying such messages (Ophio, 1997).



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On the other hand, linking development communication to participatory communication had risen with concern to make projects to more people oriented. It is expected that if participatory communication could be employed and applied in a genuine and consistent way, decisions that have been traditionally taken by foreign experts (outsiders) can progressively be made by local communities (insiders) with the collaboration of other stakeholders. To achieve this objective, participation and communication are necessary, which need to incorporate the notion and practices of empowerment. Hence, participatory development communication is for empowerment and attainment of goals determined by developing countries. Participation cannot only be reduced to people's involvement in the implementation of projects. It should start from the initial phases of planning, through the operation, evaluation and maintenance of the project (Bessette, 2004). When people are consulted and involved in project planning, they develop a bonding (ownership) with it. They identify themselves closely with the project and will cooperate in the project implementation. If people do not have the power to decide their priority needs and problems, there can be no "true" participation (Bessette, 2004). In the same way, there

cannot be an open and balanced flow of information, unless all parties share a similar amount of decision-making power in the communication process (Mefalopulos and Kamlomgera, 2002).

2.4 CLARIFICATION OF KEY CONCEPTS

Against the background of the above theoretical discussion, this study uses terms that are common in the field of communication and development where a shift from 'top-down' towards a participatory ('bottom-up') approach is proposed. This section discusses the key concepts and proposes that they should be understood within these boundaries. The intention is not to enter into the debate over development discourse or practice, but rather to avoid confusion on terms such as development, empowerment, participatory development communication, participation, mass media, interpersonal communication and innovation.

2.4.1 Development

According to Korten (in De Beer and Swanepoel, 1998:8), development refers to "a process by which the members of a society increase their personal and institutional capacities to mobilize and manage resources to produce sustainable and justly distributed improvements in their quality of life consistent with their own aspirations and thus places the decision of the development that is in the hands of the community itself".

Chambers (1997:189) distinguishes between two contrasting approaches to development, the conventional top-down blue print, which primarily has to do with things that are given to beneficiaries and the current bottom-up learning approaches which have mainly to do with involving people in development. Ultimately the impact on primary stakeholders such as local citizens should be given weight for every development approach. Presently, there is a widespread movement in development literature towards participatory or people-centred development, a decentralized and adaptive approach to development. This includes paying attention to gender issues in development practice. Chambers (1997) suggests that the outcomes of local development should have partnerships increased among stakeholders, understanding of the local community by the development agents and the improvement in service delivered to the community. By bringing different stakeholders together, it becomes easier to link local service provision with local needs (Dagron, 2004). In other words, the responsibilities should be shared



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among the stakeholders from the beginning till the goals of development are accomplished. With this in mind, the key aspects to development initiatives are explicit in social economy organizations and employment initiatives. Therefore, economic value of community and voluntary activity are the inherent kind in most of the mentioned aspects (in De Beer and Swanepoel, 1998).

The above definitions show that at the heart of development is an idea of empowerment as the basic need. Dagron (2004) stresses that; there is something wrong with development if people are not participating in their own future. Therefore, it is better to favour another approach to development that tries to involve communities not individuals alone. He further believes that the only way to do it is through another type of communication, which has not been really used by any of the big development organizations (Dagron, 2004). In this perspective, development leads to empowerment, the term that is discussed below



2.4.2 Empowerment

Furthermore, Melkote (2000) considers empowerment at three different levels: individual, organization and community. At a community level, he defines it “as a process whereby the community gains increasing control over making decisions concerning their own lives” (Melkote, 2000:45). In addition, Melkote (2002) has openly and directly linked empowerment, at any level, to the establishment and exercise of social power. Cornwall (2000:33) indicates that it “is not something that can be done to people, but something people do by and for themselves.” This is true especially at an individual level. Empowerment can be considered as something coming from within.

“Empowerment enables people to define themselves and to construct their own identities. Empowerment can be the outcome of an intentional strategy, which is either initiated externally by empowering agents or solicited by disempowered people. Empowerment can also be coincidental in which case it happens as a result of a human act that did not intend to capacitate people or that even intended to disempower people” (Hamelink, 1995:133). The above statements show that Hamelink (1995) considers empowerment as a necessary part of the process

through which people achieve the capacity to take control of decisions concerning their own lives.

Additionally, Hamelink's (1995) statement provides a broader perspective on empowerment. He further reflects on the difference between power and empowerment. Even if he states that the original meaning of empowerment is to give power, he also acknowledges that empowerment can be considered to mean self-empowerment, which means people making themselves powerful (Hamelink 1995). This conception is close to the one being adopted in the context of the present study. When associated with participation and communication, the model to attain development is discussed below.

2.4.3 Participatory development communication

In this connection, Bessette (2004:9) defines participatory development communication (PDC) as "a planned activity, based on the one hand on participatory processes, and on the other hand on media and interpersonal communication, which facilitates dialogue among different stakeholders, around a common development problem or goal, with the objective of developing and implementing a set of activities to contribute to its solution, or its realization, and which supports and accompanies this initiative".



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Reflecting on the above PDC definition by Bessette (2004), a participatory process involves a person's active involvement in interaction, dialogue, sharing, consensual decision-making and action-taking. Participatory communication is the foundation of this process. The most significant results of participatory communication are the presence of local people in decision-making, project design and implementation as well as evaluation. This process allows people to come through it with newly acquired skills and a sense of being in control (White, 2003). It can be seen however that there are a multitude of levels and types of participation. It is difficult and maybe not possible to conclude if one type of participation is better than another. Each has a necessary role and it is also dependent on the context within which participation is practiced (Dagron, 2004; Hamelink, 1995). For example, education and information is necessary if active participation is to be encouraged. However, if literacy levels are low or if there is limited

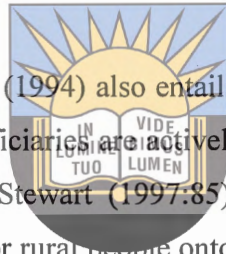
information, then participation can be misused by some groups for personal gains at the expense of the disadvantaged (Bessette, 2004; Dagrón, 2004).

2.4.4 Participation

It is also imperative to define participation in order to get a clear indication of how it relates to this study. Besides, it has to be noted however, that participation is a relative term, which is interpreted from different angles. Bopp (1994:27) defines participation as a process in which the proposed beneficiaries of development are active participants in all aspects of the processes that are intended to improve their lives, those intended to transform the contexts and conditions within which they must live and upon which their well-being depends.

The above mentioned definition by Bopp (1994) also entails that improvement of people's lives will only be realised if the intended beneficiaries are actively involved in all activities necessary for their development. Liebenberg and Stewart (1997:85) contribute to the same sentiment, claiming that the first step in assisting poor rural people onto the path of development must be an analysis of the causes of poverty and how a particular people in their own particular situation. This analysis should preferably be carried out with the active participation of the people themselves and makes for justice to prevail in decision-making. It has been extensively argued that communication is the fundamental starting point for participation whereby people have something to say and influence on collective decisions. Participation has an educative value and it is through the participation process that people can effectively learn (Burkey, 1993).

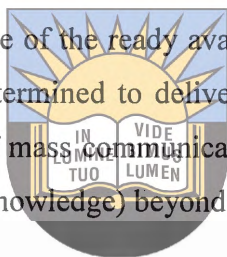
Cahill (1996:564) presents a different angle of participation by viewing it as "the act of taking part in an activity or event" and "becomes actively involved in or shares in the nature of something with others". Even as, De Beer and Swanepoel (1998:84) suggest that participation in development must be able to make people reach their concrete goals, but at the same time, their capacity for self-reliant action must be built. The capacity of people from Eastern Cape Province in South Africa and Midlands Province in Zimbabwe should be enhanced in this process. There is a growing recognition of the fact that effective management of resources becomes a reality with the involvement of local people as it has a direct bearing.



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2.4.5 Mass media

Mass media may be defined as any means of communication that reaches a relatively large anonymous audience (Croteau and Hoynes 1997:8). It denotes a section of the media specifically designed to reach a large audience. Because "media" is such a broad term, it will be helpful in this discussion to focus on a limited definition. In general usage, the term has been taken to refer to only "the group of corporate entities, publishers, journalists, and others who constitute the communications industry and profession." This definition includes both the entertainment and news industries. Mass communicated media saturate the industrialized world. It may take the form of broadcast media, as in the case of television and radio, or print media, like newspapers and magazines. Internet media can also attain mass media status, and many mass media outlets maintain a web presence to take advantage of the ready availability of Internet in many regions of the world. The types of media are determined to delivering information as advertisements, news, opinion, music, and other forms of mass communication. Without the mass media, most people would know little of events (new knowledge) beyond their immediate neighborhood.



2.4.6 Interpersonal communication

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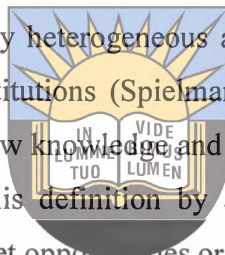
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For the purpose of examining interpersonal communication (IPC) in this study, it encompasses a number of these definitions. Interpersonal communication has been defined in various ways which are either according to context or the personnel involvement. Interpersonal communication includes those messages that occur between two, interdependent persons whereby messages are offered to initiate, define, maintain, or further a relationship (Trenhold, and Jensen, 2000). Instead, it refers both to the content and quality of messages relayed and the possibility of further relationship development. It is therefore vital to present four theories that are critical to current understandings of interpersonal communication and the relationships that develop from these communications. First, the systems perspective takes an interactional view of relationship maintenance by focusing on repeated and interdependent dealings. The second aspect, politeness theory, clarifies the strategies individuals use to maintain their "face" or sense of desired public image. Third, social exchange theory evaluates relationships on the basis of rewards and costs; this ratio of benefits to drawbacks explains whether a relationship will continue as well as whether partners will feel satisfied. Fourth, the dialectical perspective describes the contradictions individuals inevitably face within their personal relationships and

explains how management of these contradictions can predict a relationship's success or failure (Trenhold, and Jensen, 2000). In other words, the above of theories, clarify that interpersonal communication as more to do with proximity between the experts and beneficiaries. In relation to the study, stakeholders will use the interpersonal communication to effectively create intimacy and relationships that yield success in the development projects.

2.4.7 Innovation

In this study, innovation is defined in different ways, each of which highlights specific aspects of interest to this discussion. Spielman (2005) defines innovation as any new knowledge introduced into and utilised in an economic or social process. In other words, it is a process in which knowledge is accumulated and applied by heterogeneous agents through complex interactions conditioned by social and economic institutions (Spielman, 2005). Hall *et al.*, (2002) define innovation as the process of generating new knowledge and applying it productively. Ekboir and Parellada (2002) gives more flesh to this definition by adding that it is the ability to use knowledge creatively in response to market opportunities or other social needs. Again, Oyelaran-Oyeyinka, (2005) share the same idea as legalizing innovation as a social process of knowledge creation and exchange shaped by the institutional structures in which it is embedded.



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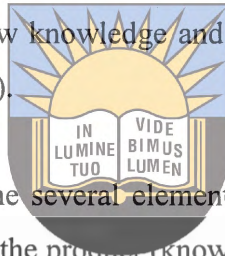
The above definitions reflect essential elements in an innovation process. In this scenario, the first thing is putting knowledge into use, whether it is new, or accumulated, or simply used in a creative manner. Second, is the presence of diverse stakeholders (agents) and complex interactions between them. Third is the role of institutions. For example, the cattle project then followed by development agenda and institution which refers to Nguni cattle providers (South African government through Industrial Development Corporation) and Heifer cattle providers (Lutheran Development Service church organization in Zimbabwe).

Innovations are social constructs, and as such, they mirror and result from the interaction of different actors, often with conflicting interests and objectives. It also emanates unquestionably with diverse degrees of economic, social and political power. Often, the innovations and innovation processes of greater interest to the poor, are neglected, left unsupported or even undermined and repressed (Hall *et al.*, 2002). Besides, they are neglected because these

innovations are seen as affecting the *status quo* of power relationships at the local, national, or global levels (Hall *et al.*, 2002). This research considers the undermined innovation of knowledge from pro-poor as important. It assesses Nguni and Heifer Cattle Projects as the central innovation which has relationships to the interplay of development agendas of various actors. Thus, the five concepts mentioned above clarify the need for all people to have access to information and participate with an equal opportunity to create new information (innovation) and challenge the unjust practice.

2.5 KNOWLEDGE CONSTRUCT AS A PRO-POOR SYSTEM PROCESS

A pro-poor innovation system could then be defined as a multi-stakeholder social learning process that generates and puts to use new knowledge and which expands the capabilities and opportunities of the poor (Hall *et al.*, 2002).



It is of paramount importance to underline several elements in the above definition. First, the greater emphasis is on the process than in the product (knowledge). In other words, the emphasis is on the output (new knowledge) as the primary contributory factor to the expanded capabilities and opportunities of the poor. Furthermore, it could be argued that it is not always necessary for the poor to be directly engaged in the innovation process for it to be judged as being pro-poor, if the distributional outcomes are socially inclusive (Hall *et al.*, 2002). In contrast, contextual meaning of pro-poor innovation is debatable by various scholarships, hence the following discussion will include some arguments.

As a result, the nature and the form of the generated innovations depend on several actors and causes, they do not emerge in a vacuum and their ultimate pattern is not linear (Heemskerk, 2005). Innovations have positive and negative sides. The merit of innovation is that it helps to incorporate continuous improvement in creating practices dedicated to continuous execution of cost reductions and improved efficiency (Opondo *et al.*, 2006). Opondo *et al.*, (2006) comment that the use of this broad definition of innovation in a study allows, among other things, a wider perspective about actual and potential learning opportunities in the agricultural and in non-agricultural sectors such as artisan producers devoted to the local markets. In such a wider perspective it becomes easier to see that in a country like South Africa or Zimbabwe, innovation

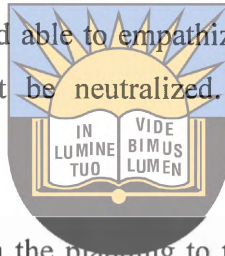
does not as a rule result from research and development activities as has often been thought. Farmers, artisans, small-scale food processing facilities can do innovation about their processes and products based upon several and diverse sources of knowledge and information, often stemming from everyday activities (Spielman, 2005). What will be left is how that innovation can be shared among stakeholder. The alternative suggested approach in this study is the use of participatory development communication and the next part it to derive its origin.

2.6 ORIGINS OF PARTICIPATORY DEVELOPMENT COMMUNICATION

Participatory development communication can be seen as a child of development communication and participatory research as have been highlighted earlier on (Beesette, 2004). The term "development communication" is sometimes used to represent the overall involvement of communication to the development of society, or sometimes to signify the use of mass media in discussing development themes (Beesette, 2004). Manyozo (2006) defines this modern-day development communication as a group of method-driven and theory-based community engagement strategies which are built on participatory generation, sharing and utilization of knowledge towards building sustainable communities, livelihoods and environment. In other words, it was and is usually referred to the planned use of strategies and processes of communication aimed at achieving development.

As such, it has to be understood that development communication is not a homogeneous field but rather a broad area in which one finds many approaches and various schools of thought and ideologies. Adult Education, Extension, IEC (information, education, communication), Advocacy, Enter-Educate (the use of entertainment to educate), and Social Marketing are some of the main approaches found in the field (Quebral, 2002). The definition of what development communication means will vary depending with methodological approach used by scholars. However, beyond the differences in ideologies and methodological approaches, people may underscore that the lessons learned from experience in this field have demonstrated the importance of emphasizing interactive and participatory processes, rather than the production and dissemination of information apart from community processes (Beesette, 2004; Dagon, 2001).

Habermas is one such theorist whose communicative rationality provides a sound theoretical basis for an analysis of collaborative development planning. According to Flyvbjerg (1998:187), Habermas contends that communicative rationality is a non-coercive, unifying, consensus building force of a discourse in which participants overcome their initial subjective views in favor of a rational agreement. Flyvbjerg (1998) later makes the point that Habermas believes that mutual understanding takes the role of a mechanism for coordinating action. Habermas recognizes five preconditions for successful deliberation which are needed for equalizing the power of the participants. Underpinning Habermas's theory are, according to Flyvbjerg (1998:188), firstly, that all affected parties in any discussion must be included; secondly, each party should have equal possibility to present and criticize validity claims in the process. Third being that participants must be willing and able to empathize with each other's validity claims. Fourth, existing power differences must be neutralized. And fifth is that there must be transparency of process.

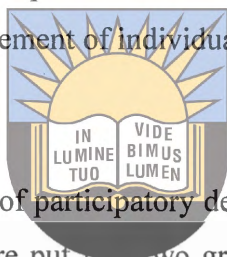


Local people's participation is vital: from the planning to the implementation stage. The most imperative factor to be considered in local people's participation is the issue of benefits. Local people will only participate if they are convinced that their participation will be meaningful and that they will benefit in the long run (Singh, 1994; Rebick, 2000). Singh (1994) gives an important argument that; it is when the needs of the people are met as generated by the kind of participation offered that they will likely to cooperate effectively. Singh (1994:286) went on to support this by an analogy that, if the local people are given alternative sources of income and employment, for instance, exclusive rights to non-wood forest products and a share in the sale proceeds from the eventual harvest of timber, they are more likely to co-operate and participate. They would rather participate in the production and management of forests, than to indiscriminately plunder them for survival (Singh, 1994:286). The crux of the discussion in this context is that participation of local people at all levels of Nguni and Heifer Cattle Projects ultimately leads to the address of the immediate needs of local people. It has to be noted that if people are subjected to any cattle project and it fails to address the issue of basic needs, poverty may continue and invariably the natural resources are subjected to abuse and plunder by the immediate community. The concept of community participation calls for rural people's direct

involvement in development activities while at the same time promoting livelihoods (Wainwright and Wehrmeyer, 1998:933).

2.7 THEORETICAL APPROACH TO THE STUDY

The study is informed by the participatory development communication (PDC) theories and these thrust and justification for this choice is the fact that community development initiatives cannot be accomplished without the participation of the beneficiaries. In other words, the indigenous knowledge of the communities is the end result for the success of any developmental intervention. The participatory development theory assures that demand, hence their appropriateness. Furthermore, it becomes important to indicate how this would relate to mutual dialogue since development entails enhancement of individual or group capabilities, especially in a rural context.

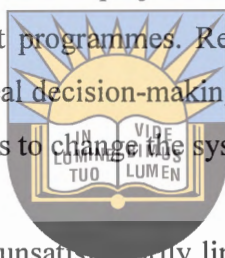


It is significant to note that the objectives of participatory development communication are built on development needs and these needs are put into two groups namely the material resources needs and communication needs. Addressing the material needs is done through community participation in their (own) development, through sharing of knowledge needed in such a process. It also integrates communication, research and action in an integrated framework, and involves researchers, practitioners, community members and other stakeholders in the different phases of the development process. Furthermore, it points out to a conception of development initiatives that is directly linked to the agenda of communities and seeks to reinforce their efforts in fighting poverty and improving living conditions (Bessette, 2004).

Moreover, the study uses participatory development communication (PDC) as a tool for fostering active participation of the local community in the identification of development problems in service delivery by development practitioners, their causes and solutions. Communities will be persuaded to get involved in identifying and prioritizing their development problems, and locally adapted solutions, based on a large extent on existing local knowledge reinforced with the research findings. With the help of the researcher, they will attempt to implement proper development in their own individual and communities capabilities. This perspective will help

Nguni and Heifer Cattle Projects' stakeholders to facilitate dialogue for development that are people centered.

The roots of rural development have been cited by scholars who suggest a growing awareness, which began around the mid-seventies. It is associated with various approaches for rural development such as community development, integrated rural development and basic needs did not have the desired impact on rural poverty reduction (White, 1996). Despite the successes in the awareness on rural development, it has to be recognized that these efforts that were made in some developing countries did not succeed in improving the plight of the poor on a sustained basis (Rebick, 2000). These efforts are projects such as, rural works, food for work, concessional credit and rural employment programmes. Rebick (2000:86) observes that "real active citizenship would have to involve real decision-making power. It cannot just be an add-on to a bureaucratic, hierarchical system. It has to change the system".



On the other hand, economic growth was unsatisfactorily linked with equity or just distribution of benefits on development in developing countries. For instance, examples of failed aid-funded projects in Africa Oil pipeline, fishing processing plant are few of the unsuccessful ones (msnbc). Hence, many of these projects failed because they were inappropriate for the locality. The World Bank's private arm, the International Finance Corporation, has found that only half of its Africa projects succeed (msnbc, 2007). First, the World Bank project of US\$4.2 billion which was donated to fund Chad-Cameroon oil pipeline to the Atlantic Ocean on condition that the money be spent with international supervision to develop Chad. Unfortunately, in 2005 that oil money was channeled toward the general budget and the purchase of weapons, or else oil companies were to be expelled. Secondly, Norwegian government spent US\$22 million on Lake Turkana fish processing plant project in Kenya. After few days of completion, it remains a "white elephant" in Kenya's arid northwest because the Turkana are nomads with no history of fishing or eating fish. Also, the cost to operate the freezers and the demand for clean water in the desert were too high. Besides, the programs were not necessarily tailored to the specific needs of a particular population or culture. Consequently, the programs did not produce the gains that were expected and often destroyed the environment. Economic growth, in part attributable to these countries' without participation in rural development processes, has not yielded major

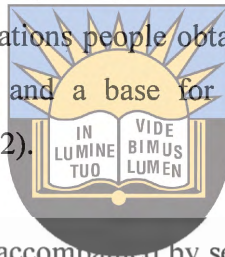
successes in poverty reduction (White, 1996). The approach that was applied to the developing countries by the developed was directly replicated to the rural development processes. As a result beneficiaries' voices were left out in decision-making (White, 1996). In addition, development projects tended to favor industrialization over agricultural development, which led to increased poverty in rural areas. Many other people especially those not connected to the key sectors did not benefit from this type of development. The push to develop led to great migrations of people from rural areas to big cities, where many could not find jobs. Some policymakers thought that the gap between the rich and the poor would eventually shrink with increased economic growth (White, 1996). They believed that if government policy favored the sectors that appeared to be thriving, the whole country would be better off. In other words, the increased wealth generated from development would trickle down to the poorer sectors of society (White, 1996). This was however a 'top-down' approach to development which did not encourage participation at all levels.



As a result of such failures in development endeavours, participation emerged with a wide range of definitions and interpretations. For example, it means, first, sensitizing people to make them more responsive to development programmes and to encourage local initiatives and self-help. Again, it also refers to involving people as much as possible actively in the decision-making process with regards to their development. In addition, organizing group action to give to hitherto excluded disadvantaged people control over resources, access to services and/or bargaining power. Besides the above explanation, it also means promoting the involvement of people in the planning and implementation of development efforts as well as in the sharing of their benefits. Lastly, it relates in more general, descriptive terms the involvement of a significant number of persons in situations or actions which enhance their well-being, for example, their income, security or self-esteem (Uphoff *et al.*, 1979).

A wide range of approaches in development projects which bring participation into practice have been stressed. The major types of participation found in projects are namely induced involvement, transitory mobilization for community development and group formation (White, 1996; Pritchett and Woolcock, 2002). Induced involvement refers to the strategy, design and work-plan of a project that are pre-determined whereby the intended beneficiaries are

encouraged to participate in its activities and obtain certain benefits. As such, people involvement is maintained by their consent and participation. In various projects, people are invited to make contributions of labour and/or other resources which are also seen as a form of cost-sharing. Also, on transitory mobilization for community development, the people participate in certain specific temporary tasks mainly for the development of their community, but there is no institutional base or structure (groups or organizations) for more sustained participation. Under group formation, the project has a specific objective to help create new or strengthen existing self-formed and self-run groups and organizations through which the rural poor gain access to resources, inputs and services and participate actively in the project, also by means of self-proposed actions. This latter type of full participation leads to the empowerment of the poor whereby through their groups and organizations people obtain not only access to resources, but also decision-making, bargaining power and a base for sustained self-development efforts (White, 1996; Pritchett and Woolcock, 2002).



The key output of participation should be accompanied by self-reliance and self development. In other words, through participation, the poor should not only gradually practice self-development, but may also contribute to modify the existing system of the non-poor, which left them out of development to varying extents (White, 1996). The latter term is actually debatable when it is taken in the narrow sense that the poor should just only obtain a share of the project or participate in the socio-economic system of the non-poor as mostly implied or expressed in a top-down project. At present, this shows an extensive consensus that effective beneficiary participation is practically indispensable to render a project successful. However, relatively few projects have an explicit design to attain effective participation, which this study would examine.

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2.7.1 Empowerment and communication as important tools of participation

Michener (1998) cites that participation and its companion concepts such as sustainability and “empowerment” are at the centre of contemporary development discourse. White (1996) stresses that no respectable project can be funded without provision for participation, while Gardner and Lewis (1996:111) share the same sentiment that “participation has now become so ever-present in development jargon as to be often virtually without meaning”.

The more inclusive approach became known as participatory rural appraisal (PRA). A more encompassing method, PRA builds on the best practices and incorporated lessons learned from rapid rural appraisal (RRA) and similar approaches. The key insight of PRA was that both local communities and outsider experts had information and knowledge to share (Morris, 2005). However, it is argued that this emancipatory nature was somewhat hijacked into supporting development projects, where participation, rather than the end in itself, became a means to an end that is the development project (Hickey and Mohan, 2004; Leal and Opp, 2005). From the 1990s to the current era, Hickey and Mohan (2004) found that a more institutional approach to participation has appeared, with initiatives such as participatory budgeting and participatory poverty assessments. It is argued that such “planner-centred” participation is more about an efficient mechanism for delivering a development initiative and reducing cost, rather than a genuine understanding of a community’s needs (Nelson and Wright, 1995; Rebick, 2000; Mosse, 2001).

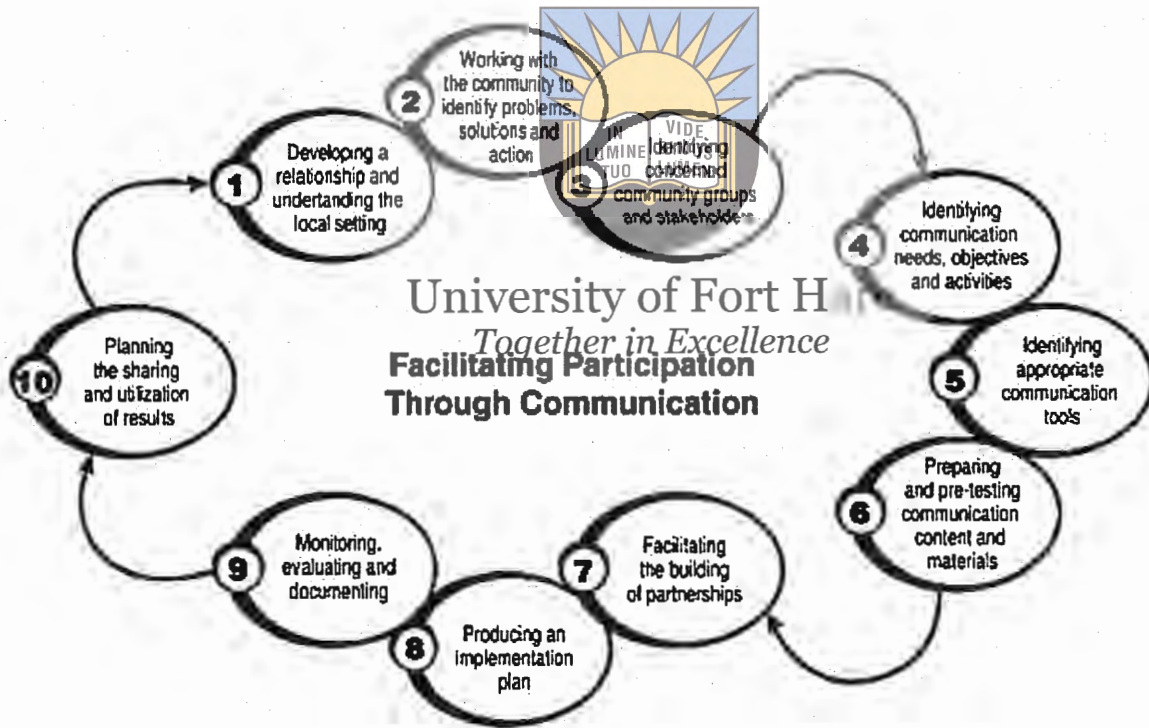


A method to create a relationship between local people and outsider was a necessity in development, hence, the introduction of community development cooperative to development projects (Melkote and Steeves, 2001; Bessette, 2004). Bundling and involving local communities is a means of changing the ways in which local groups interact with each other and with the extensive society. This is aimed at amplifying the range of options of the less privileged, enhancing their involvement in policy making, providing space for more people to make their voices heard and for improving the quality of their participation (Melkote and Kandath, 2001).

A communication strategy that goes beyond the relationship of stakeholders would enable the poorest and most marginalized to have an influential voice (FAO, 2003). The achievement of participatory approaches prompted stakeholders to view the efforts in a new light, and communication was eventually merged in the process. Communication, not only in the sense of media use, has been employed as an empowerment tool to facilitate community participation in a development initiative (Bessette, 2004), and now referred to as participatory development communication (PDC, see **Figure 2.1**).

Participation is a concept that has been identified with terms like consultation and mobilization. The key in participation is community responsibility for carrying out a development initiative. It goes beyond consulting communities and should help assist the community in understanding and acting upon the issues (Bessette, 2004). This implies that people actively take part in planning, decision making, implementing and evaluating the outcome of the program. The local community is not viewed as mere beneficiary, but as partners in PDC initiatives. Contributions may take part in the form of services, materials or funding, but however small it may be, a sense of ownership and control over the development process is instilled into the participants.

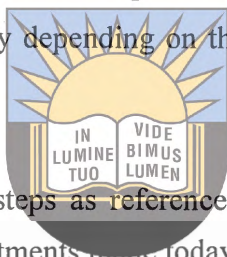
Bessette and the Participatory development communication (Figure 2.1)



The participatory development communication model (source; Bessette, 2004)

Figure 2.1 is a graphic representation of the participatory development communication. It represents topics related to the use of effective two-way communication with local communities and other stakeholders. It presents a methodology to plan, develop and evaluate effective communication strategies. The PDC model supports such a process with ten specific steps. The process of planning and developing PDC itself is however not sequential. Steps can be viewed

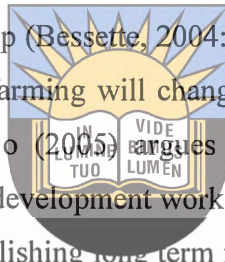
around a circle. All these specific steps are not primarily about applying techniques, but also about building mutual understanding and collaboration, facilitating participation and accompanying a development dynamic. This circle represents the process of facilitating participation through communication. It develops throughout the total process, during the interactions of researchers and development practitioners with the community. Moreover, all these specific steps are not primarily about applying techniques, but also about building mutual understanding and collaboration, facilitating participation and accompanying a development dynamic. The steps of the PDC methodology are then placed on the perimeter of that circle because they all contribute to facilitating participation to the participatory development or research for development process. Some of these steps can be done in parallel or in a different order. They can also be defined differently depending on the context. It is a continual process and not a linear one (Bessette, 2004).



Hence, it is important to consider these steps as reference points in a global and systematic process. To ensure that development investments made today in the small-scale farming systems that dominate these regions make sense for the long-term perspective they should benefit the local communities over a range of potential futures. Critical to this statement is the involvement of local communities in the Nguni and Heifer Cattle Projects through all levels of development. It has become important to regard ten steps that are usually credited. The steps start from planning and implementing of participatory development communication that affect development initiative in the model proposed by Bessette (2004). However, these are the building blocks that should be addressed in order to secure an alignment of the components and coherence in PDC. In fact, there is need for a genuine understanding of a community's needs from both Nguni and Heifer cattle projects. As a result, the relationship between these steps is what generates successful developments. In a study on communication among stakeholders of Nguni and Heifer Cattle Projects, the PDC approach is credited as the best method of improving these developments initiatives.

Step 1: Establishing a relationship with a local community and understanding the local setting

The first step in the PDC method is approaching the community. A need to create a relationship between the various stakeholders of both the Nguni and Heifer cattle farmers' communities is prerogative necessity. Further, this process is present throughout, during the interactions of researchers and development practitioners with the community. Given that it is not viewed principally as a data collection process on the community and its environment, it is regarded as building mutual understanding and collaboration where information and communication help in this process. First it requires "the people's conviction that they can change things for the better, their refusal to be the permanent victims of any situation, and the emergence of a sense of self-confidence" when getting into a relationship (Bessette, 2004:17). For instance, the people should be convinced that Nguni or Heifer cattle farming will change their future for better which will guarantee a relationship of trust. Onabajo (2005) argues that it is imperative to create an environment of trust between researchers, development workers, and community members, using honest and open communication and establishing long term relationships with communities. For instance, trust in the Nguni and Heifer development initiatives motivate people to continuously participate (Bessette, 2005).



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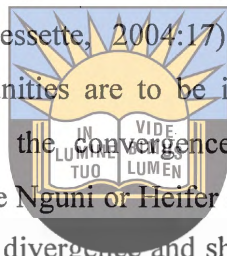
Step 2: Involving the community in the identification of a problem, its potential solutions, and the decision to carry out a concrete initiative

Building and involving the local communities is dealing with the root cause of projects failures. The goal of PDC is for the community to have full ownership of the Nguni and Heifer cattle farming-based strategies. For this goal to be achieved, the community-based strategies are developed as "community strategies", not only as the strategies of the local South African, Zimbabwean government or NGOs. To ensure that as many members of the community as possible are participating in the process of strategy creation, PDC has developed these mechanisms. PDC is grounded on the assumption that participation "is the only road that may lead to development" (Bessette 2004:27) of Eastern Cape and Midlands communities. The less privileged are put at the centre of development which would mean, enhancing their involvement in policy making, providing space for more people to make their voices heard and improving the

quality of their participation. For example, PDC enables communities from Nguni and Heifer cattle farming to make their own decisions and facilitates consensus and social dialogue.

Step 3: Identifying the different community groups and other stakeholders concerned with the identified problem (or goal) and initiative

At the beginning of the assessment process, PDC team will actively engage a comprehensive list of all possible and various interested stakeholders (Bessette, 2004). In intensive cooperation with NGOs, local communities, “characterized by the process that is implemented to attain it: strengthening a community’s capacity to undertake initiatives to resolve concrete natural resource management problems, identifying and analyzing these problems, and deciding and implementing appropriate solutions” (Bessette, 2004:17). For instance, the Eastern Cape Province and Midlands Province communities are to be involved in Nguni or Heifer Cattle Projects as their initiative. It facilitates the convergence of stakeholders’ agenda towards common goals, vision and activities for the Nguni or Heifer cattle farming initiatives. In fact, the understanding of such multiplicity, of the divergence and shifts in voices allow muted voices to surface and be heard since it is done through engaging with all community stakeholders (Saludadez, 2004)



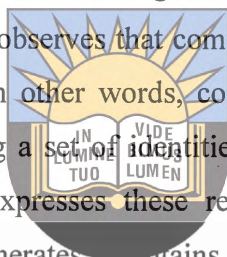
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Step 4: Identifying communication needs, objectives and activities

According to Bessette (2004), development needs are classified generally between material needs and communication needs. He further argues that in every given development problem and an attempt to resolve it will present needs relating to material resources and to the conditions to acquire and manage these (Bessette, 2004). In particular, these two attributes should go hand in hand and be tackled in a systemic approach by any development effort. PDC puts much attention on category of communication needs and ensures that they are addressed together with the material needs the development effort is concentrating on. If communication is really to aid people in identifying a development problem thus, a need to understanding its causes, proposing solutions, and organising themselves to take appropriate action must start at the community level. For instance, in an initiative aiming to resolve grazing area conflicts in a village, facilitators will probably find a need for an improved access to paddocks, and development initiatives are needed to address that need. At the same time however, they may find out that in

order to find adequate solutions in the present context, they ought to first comprehend the rationale behind the conflicts. For example, the resolution may need things such as the time schedule for various categories of users or the conflicting needs of herders and farmers to be effectively implemented through communication.

On the other hand, Bessette (2004) points out that financial, material resource and political basics are development requisites limits outside the scope of PDC. Although they are outside factors, they affect the development process, hence, communication is the process in which the decision is made to invest such resources in development. Communication builds the necessary political will to support and take development action in both Nguni and Heifer Cattle Projects. From an ontological perspective, Saludadez (2004) observes that communication creates reality based on a social constructionist view of reality. In other words, communication brings an underlying social structure, or relationships, involving a set of identities, and situated circumstances. The process allows people engage in both expresses these relationships and regenerates them. Communication here is the process that generates, maintains, and transforms people's culture or, in more advanced accounts based on an equivalency metaphor, communication is the site of culture itself.



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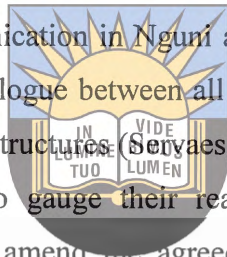
Step 5: Identifying appropriate communication tools

The media and the different forms of interpersonal communication are regarded in this study as communication tools. Applying the expression "communication tools" in this study is to accentuate the instrumental nature of these media, their purpose not to disseminate information, but rather to support the process of participatory communication. On the same note it is essential to choose those communication tools which support two-way communication and relation with what needs to be done. The communication tools ranges from mass media (newspapers, radio and television), traditional media (storytelling, theatres and songs), "group" media (video, photographs and posters) and community media such as short-range rural radio broadcasting (Quebral, 2002; Bessette, 2004). Respecting traditional knowledge and their communication tools encourages communities to participate. PDC engages the Nguni and Heifer farming communities as active participants in the learning process about project management by contributing their own indigenous knowledge in determining appropriate communication

strategies. For example, Nguni and Heifer Cattle Project promoters should regard interview as a learning and communication process rather than a tool for data collection. The media, and the different forms of interpersonal communication, are our communication tools.

Step 6: Preparing and pre-testing communication content and materials

Pre-testing is a way of improving ideas and prototypes for materials by submitting them to participating community-group representatives and obtaining their feedback before the final production stage (Bessette, 2004). Pretesting is important in determining suitability of communication materials. Such a phase is aimed at confirming the effectiveness and relevance of the messages and materials, and the ways in which the tools and materials have been deployed. It means that from this perspective, communication in Nguni and Heifer cattle farming should be seen as equal information exchange or dialogue between all stakeholders of the project through horizontal and bottom-up communication structures (Seryaas, 2001). Therefore, this would allow the Nguni and Heifer Cattle Projects to gauge their reaction to revise the concepts and communication materials, or perhaps to amend the agreed strategy, if it seems unlikely to produce the desired results.



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Step 7: Facilitating partnerships

Special effort must be made to facilitate partnership formation and this should be the case with Nguni and Heifer cattle projects if not set already. Partnerships need to adapt to local, social and historical contexts in Eastern Cape and Midlands rural areas. Wide ranging participation is ensured through the partnership group which includes representatives of all segments of the community. Effective Nguni and Heifer Cattle Projects partnerships may be formed with other public institutions, private sector community based organizations, non-governmental organizations and individual farmers such partnerships may also have international and regional linkages. For example, types of partnerships that can be found on Nguni and Heifer Projects may include, the community groups themselves, local authorities, local technical services and specialized agencies (like NGOs working in the area). Partnerships also include local media (rural radio or press, theatre, traditional media) and the community as a whole (resource persons, local talent).

A partnership should be an alliance among partners who agree to address a common goal, with people who are able to work together and share resources, risks and benefits (Bessette, 2004). PDC promoters become more sensitive to the culture, needs and aspirations of the community and other stakeholders. Likewise, Nguni and Heifer cattle farming projects should employ interpersonal or face-to-face communication which is a vital component of PDC and effective tool for communicating with local communities. In achieving effective partnership with communities, free and prior informed consent should be a part of the development process. It is important to note that partnership brings independence of community benefiting from a development initiation. For instance, the underlying assumption is that “one cannot help people permanently by always doing for them what they can do for themselves or, more to the point, what they can be taught to do for themselves” (Agunga *et al.*, 2006:2). The Nguni and Heifer Cattle Development farming promoters should reach a point where their involvement has to be passive and give over total control of projects to the communities.

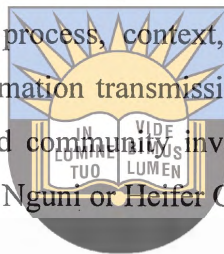


Step 8: Producing an implementation plan

Under such participatory scenario planning is a useful tool for integrating research and development projects in the larger context, as it increases the understanding of events and processes that may either challenge the project or provide opportunities for it. Balit (2004) expresses that broader and longer-term strategies are needed with holistic approaches to address social, cultural, political and gender aspects. For instance, it takes the Nguni and Heifer Cattle Projects individuals' commitment and decision-making skills, fostered in this approach and required to translate knowledge into action. It is no longer the sole responsibility of the researcher, the development practitioner and their organizations to bring about change (Bessette, 2004). There is a need to respect local community. For example, if the challenge relates to language, a local translator or moderator who speaks the local language and local dialect is needed to overcome language barriers in communication activities (Balit, 2004; Bessette, 2004; Thurston *et al.*, 2004). In addition, Thurston *et al.* (2004) point out that using jargon should be avoided since it reinforces the thought that professionals are more knowledgeable.

Step 9: Monitoring and evaluating the communication strategy and documenting the development or research process

In monitoring the development project under PDC, local small-scale media and interpersonal channels of interventions at the micro-level are emphasized. For example, the use of appropriate communication channels rather than costly and complex high technology is favored in the Nguni and Heifer Cattle Projects. In other words, interpersonal communication tools can be workshops, debate, visioning sessions, focus group discussions, role-playing and home visits (Tehrani, 1999). Moreover, local small-scale media such as photography, flip charts, video and audio recordings, theatre, songs, stories, rural radio, and local press can be employed (Morris, 2003; 2005; Bessette, 2004). This process-oriented approach should be more “receiver-centric” (Servaes, 2001:11) and concerned with process, context, exchange of meanings, and their interpretation rather than persuading information transmission. As expressed by Morris (2005), empowerment, social equity, dialogue and community involvement will be the indicators for successful development communication of Nguni or Heifer Cattle Projects.



Step 10: Planning the sharing and dissemination of results

Melkote and Kandath (2001) understand that it is vital for individuals at the grassroots to participate in defining and planning development goals and that local knowledge, cultural and national identity are integrated. Results of this approach are sustainable. Mefalopoulos (2005:248) notes that “achieving sustainability in rural development depends largely on the way stakeholders perceive the proposed change and the way they are involved in assessing and deciding about how that change should be achieved”. At the end of the cycle, the Nguni and Heifer Cattle Projects’ community members, researchers and practitioners assess together the results of their work. When the intervention has led to the desired results, the next step involves the sharing of this knowledge with different groups of stakeholders as well as scaling efforts with other communities or other groups of stakeholders (Bessette, 2004). Knowledge sharing refers to making information available in different formats to different groups of users and asking for their feedback. It is one step ahead of a simple dissemination of information.

For this reason, it is important that greater emphasis be placed on understanding the real conditions faced by the local community and on identifying the influence it is able to bring to

bear on indigenous knowledge. As a starting point, the recognition that government or donors on their own top-down strategies regard their agricultural development ideas as utilised in Nguni and Heifer Cattle Projects not necessarily the central activity for many rural communities' empowerment accomplishments. In other words, promoting community self-organization is the only approach when the government does not have the necessary resources to assume all of its responsibilities regarding human basic needs and socio-economic development. Participation is a value in and of itself that relates to questions of dignity, respect and recognition. Although it does represent an important known paradigm for the most poor, and a means of dramatic transition for poor communities in developing countries, such development strategy has failed in many communities.



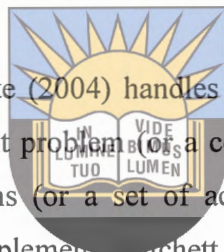
The conundrum of guaranteeing the sustainability of development interventions is assumed to be solved by the proper involvement of beneficiaries in the decision making for example, supply and management of resources, services and other facilities (Chambers, 1997). PDC can significantly improve the efficiency of development initiative and eliminate many of the problems regarding proprietorship and development activities at community level. Projects that are run by outsiders are frequently plagued by problems of mismanagement and theft. As argued by Pretty (1995), the dilemma for many development agencies is that they both need and fear people's participation. They need people's agreements and support, but they also fear that this wider involvement is less controllable, less precise and so likely to slow down planning and implementation process. Therefore, this involvement is usually linked to the reality that the community does not feel any responsibility, for the activity and regards it as a temporary benefit to be exploited for as much as possible, while it is there. Any activity generated by a PDC will usually be managed by the community and the benefits will be clear to them.

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2.8 TOWARDS A NEW PARADIGM

A reaction against modernization gave birth to various participatory approaches which are believed as effective in rural development. They shared the common intent of actively involving people who were the "subjects" of development in shaping the process (Flyvbjerg, 1998). The success rate of rural development efforts varies from province to province in a country because of the multiple objectives of rural development and the highly heterogeneous nature of rural

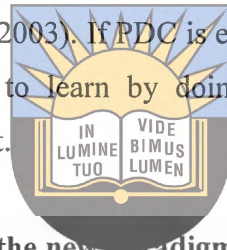
areas. Participation is the process that can meaningfully tie programs to people. As such, Cadiz (1999) notes that in a community where people are passive recipients of changes in wider society and are locked up in dehumanizing poverty and other social ills, community organizing is an intensive process of awakening people's critical consciousness and developing their leadership capabilities to take action on their development problems. In other words, it refers to facilitating the active involvement of different community groups, together with the other stakeholders involved, many development and research agents working with the community and decision makers. The shift to thinking about development communication as a tool for empowerment and social and political change is new and practitioners are beginning to keep track of the lessons they are learning from practice in the field (Balit, 1988:13; Bessette, 2004).



The research is based on the way Bessette (2004) handles participation in involving the local community in identifying the development problem (or a common goal), discovering its many dimensions, identifying potential solutions (or a set of actions) and taking a decision on a concrete set of actions to experiment or implement. Pritchett and Woolcock (2002) discuss issues such as conflict resolution, techniques for dealing with "non-participatory" petty bureaucrats, politicians, and local gatekeepers, and strategies for gaining an understanding of cultural dynamics and community politics. Essentially, this can contribute much more as long as its advocates, with their own kind of tools and expertise, hold fast to their vision of equality and social justice for all, and freedom for everyone to develop their potential. Pritchett and Woolcock (2002) added that working towards finding ways to capitalize on people rather than replacing the effective existing indigenous and highly trusted, information and communication systems was not favored by most development agents. PDC is recommended by this study as an alternative method of maximizing the way of dealing with problems affecting the Nguni and Heifer Cattle Projects.

Importantly, the situation in developing nations is grim because in most cases they are victims of bad development strategies regarded as best practices. Without the indigenous explicit consideration, new ideas are deployed to poor communities with the expectations that these communities will radically become transformed (Dagron, 2001; Mosse, 2001). Manzuri and Rao (2004) note that there is a tendency in the World Bank, for instance, for project designs to

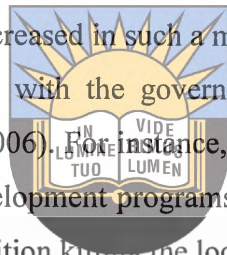
“borrow” best practices that work well in a particular country and air-drop them into very different settings. Given the contextual complexities involved, initial designs based on best practices are bound to be imperfect, because “practices” are by definition not able to be standardized and easily replicated. To comment against such a method, Manzuri and Rao (2004) further observed that terms such as “best practices” should be retired into the archives of development and much greater emphasis be placed on contextualized project design. In their views, the best practice may be the absence of a best practice (Manzuri and Rao, 2003; Bessette, 2004). Effective Community Based Development (CBD) or Community Driven Development (CDD) has to involve slow, gradual, persistent learning-by-doing where project design gradually adapts to local circumstances by learning from the false starts and mistakes that are rife to all complex interventions (Manzuri and Rao, 2003). If PDC is employed in Nguni and Heifer Cattle Projects, the communities are expected to learn by doing through utilized communication approaches which facilitates empowerment.



2.8.1 Why is Communication central to the new paradigm of development initiatives?

There is much in literature that indicates the importance of designing a participatory strategy in agriculture extension of any given development context. In a development environment, many communication efforts used to concentrate on dissemination of information to the end users who were expected to adopt bureaucratic strategies in development projects regardless of their involvement in the decision making processes. In this context, bureaucracy refers to a set of values that constrain mutual execution of development which are elitist in nature having failed to have adjusted to the needs of rural areas where the majority of the people live and work. These efforts are today interpreted as the reasons for development failures in most rural communities (Flyvbjerg, 1998). The failure was linked to experts who wanted to push or deploy the products and services to the receiving community and they would expect to get community commitment to these development initiatives. Most development practitioners could agree that there is hardly a development challenge that can be dealt with successfully without changes in the world-views, attitudes and behaviors of the practitioners and people involved. Communication is a basis for generating awareness, consensus building, making informed decisions, resolving conflicts and generating participation in processes of change and development (Flyvbjerg, 1998; Bessette, 2004).

Opondo *et al.*, (2006) says since their introduction in the 1970s, participatory methods and techniques have become important instruments for community development. These methods have been applied in a variety of contexts and sectors, including livestock management, village health promotion, watershed management, urban sanitation provision, impact assessments, gender awareness and building micro-credit organizations (Duraiappah *et al.*, 2005; Opondo *et al.*, 2006). Participatory and communication approaches to development are promoted on the basis that they support effective project implementation and enhance the wellbeing of the poor (Bessette, 2004). Although the poor are becoming increasingly involved in the various stages of development, questions remain as to whether their inclusion comprises real participation and whether people's capabilities have been increased in such a manner as to enable them to chart the course of their destinies in collaboration with the government, NGOs and the international community (Jones, 2004; Opondo *et al.*, 2006). For instance, the tradition of providing money to participants in meetings organized by development programs would set standards that affect the mutual trust and create a dependency condition killing the local initiatives (Mosse, 2001).



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Between the 1970s and early 1980s, a desire by decision-makers to effectively incorporate the perspectives and priorities of the local people in decision making, policy development and project implementation led to the emergence of a number of participatory approaches to development (Mosse, 2001; Duraiappah *et al.*, 2005). This re-orientation towards greater participation in development by individuals was motivated as a desire to move from an emphasis on top-down, technocratic and economic interventions towards greater attention to bottom-up, community level interventions (Kanji and Greenwood, 2001).

Progress in participatory approaches to development rapidly evolved right through the 1980s and into the early 1990s with the beginning of methods such as Rapid Rural Appraisal, Participatory Action Research and, particularly, Participatory Rural Appraisal (Duraiappah *et al.*, 2005). Development of the latter approach produced the emergence of many new tools and principles for implementing and understanding participatory development (Balit, 1988:13). Throughout this period, researchers and community organizers sought to improve their understanding of “insider or local knowledge as a balance to the dominance of outsider or western scientific knowledge”

(Kanji and Greenwood, 2001:8). This focus in more recent years has shifted to providing a forum or platform for dialogue, debate and participation for all sectors of society, especially those that have been underrepresented (Dagron, 2001). Participatory development communication suggests a shift in focus from informing people with a view to changing their behaviours or attitudes to facilitating exchanges between various stakeholders (Duraiappah *et al.*, 2005; Bessette, 2004; Quebral, 2002). The participatory development communication model supports this process. Bessette (2004) discusses the most vital ten steps when planning and implementing participatory development communication and these are to be employed in this study. This process works when pro-poor initiatives are key to the project.

2.8.2 Why are pro-poor agriculture initiatives important in new paradigm of development?

The effective involvement of people in their own development requires a clear understanding of the requirements for effective participation and the potential limitations of this process (Flyvbjerg, 1998; Heemskerk, 2005). One important reason for the involvement of the poor is because there are differences in how the poor measure progress. “The poor measure their progress with yardsticks that are quite different from those used by academics and planners. Most of all, what the poor value most is human dignity, something which can be achieved only by relying on them as agents of change” (Heemskerk, 2005:16). This would therefore, mean that people will be given the opportunity to identify their felt-needs and then seek to address it.

In order to meet the increased demand for food by the population, modern ways of farming have to be developed and the use of multimedia strategies integrated into extension programmes will increase their impact (Yahaya, 2003). The current trend in agricultural communication of developing countries is towards emphasizing the message and the social dynamics of its transmission. Unfortunately, most of the research results do not get to the farmers and could neither be interpreted nor digested due to language barriers. It has also been found out that lack of interaction between the change agents and the farmers impede the adoption of innovation. Hence, change agents and farmers must relate as friends and co-workers (Talabi, 2002).

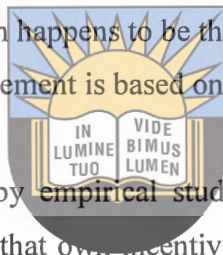
It is also important to note that there is need for the Agricultural Extension Department (Animal Department) to involve practices that would allow local farmers to communicate effectively. As

intermediaries between agricultural research and farmers, they operate as facilitators and communicators, helping farmers in their decision-making and ensuring that appropriate knowledge is implemented in order to obtain the best results. In this perspective, the study focuses on the animal department that falls under the Agricultural Extension. This would address the error to which the concept of extension can lead because of its distribution of technical knowledge. It is one of extending technical knowledge to the peasants, instead of making (by efficient communication) the existing fact to which the knowledge refers (expressed by linguistic signs) the object of the mutual comprehension of peasants and agronomists alike (Talabi, 2002). It is only with the co-participation of the peasants that communication can work efficiently, and only by means of this communication can agronomists successfully carry out their work (Freire, 1973).



According to Heemskerk (2005), it is important to build upon existing groups that already have a history of activity and social capital. Social Capital refers to the degree to which a community or society collaborates and cooperates through such mechanisms as networks, shared trust, norms and values to achieve sustainable development. It is defined as 'relationships, attitudes and values that govern interactions among people and contribute to economic and social development' (Grootaert *et al.*, 2002). Sanginga *et al.*, (2001) indicate that there is a need to show a high level of emancipation and empowerment once social capital is used. Under the influence of outside forces such as markets, input supply and knowledge and information development, farmers would have organized in less informal groups, either as specific farmers groups or as community groups with a wider agenda. On the same note, sustainability of groups is questionable if group formation and organization is based on handouts from donors or development actors (Heemskerk, 2005). Uphoff (1992; 2002) asserts that most rural organizations have and use local knowledge to respond to change and handle conflicts on their own thereby maintaining group stability. Leeuwis (2004) further maintains that team and partnership skill are key to sustainability of partnerships because different actors have different values and principles in the way they interface with local communities. This helps in creating a common vision and development strategy (innovation).

Based on these factors, Rogers (1995) also observes about five phases that could be taken into account. The first question that should be addressed is how users and recipients (farmer and families) were informed and how did they learn about the innovation? Second being that, did the recipients have a favorable attitude to the innovation and capability to utilize it? Thirdly, were there tests and trials of the innovation in a reduced scale, pilot tests, and how did the diffusion process proceed? Fourth, how did the innovation evolve seen from a user perspective (were there continued incremental improvements)? Lastly, what happened in the case that the expected results were not reached, was the innovation abandoned or substituted? According to Rogers' (1995) explanation, the study acknowledges innovation that is based on dialogical approach. In this case, the study will only emphasize on contextualizing the questions into Nguni and Heifer Cattle Projects. In this study, the innovation happens to be the initiation of the project in the rural communities therefore, novelty and enhancement is based on how the project is run.



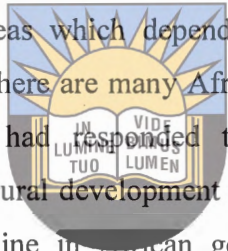
This assumption is strongly maintained by empirical studies reviewed by Mansuri and Rao (2004) who found that project developers that own incentives are often poorly aligned with the needs of the projects. Donors may choose to ignore local power structures and to shortchange the difficult and more time-intensive task of institution building in favor of more easily deliverable and measurable outcomes. In other cases, studies report that both beneficiaries and project implementers have an incentive to present an impression of a successful project to outsiders and may scheme for this purpose (Mansuri and Rao, 2004; Heemskerk, 2005).

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While the conventional problems are well documented and recognized, the effectiveness of the new approaches in solving the conventional problems is not yet evident in some parts of South Africa and Zimbabwe. Pritchett and Woolcock (2002) cite that the old king of a top-down approach is dead, but there is no new king that can take his place. What is needed, in their view, are conditions under which genuine experiments to discern the most appropriate local solutions to local problems can be nurtured and sustained. However, the bulk of the available literature on development tends to focus only on one side of the coin, which is the 'top-down', to the neglect of the practical role of community in taking part and determining the relationships between the concerned people. Nevertheless, each situation requires its own development intervention that is

unique and context based and this context will have its own strategies to be considered by the study. Quebral (2002) maintains that it is lack of values to make values more explicit and deliberately pair them with the corresponding skills. This is the approach that Bessette (2004) label as development participatory communication model, which examines the emancipation communication strategies as discussed in this study.

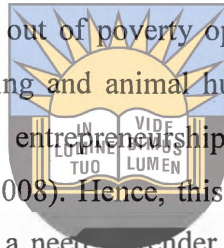
2.9 SOUTHERN AFRICA RURAL AND AGRICULTURAL DEVELOPMENT TRAJECTORY

Agriculture is one of the cornerstones of rural development in developing countries. It is considered the backbone of Africa's economy whereby about 70% of Africans and roughly 80% of the continent's poor live in rural areas which depends mainly on agriculture for their livelihood (SADC, 2008). In this regard, there are many African countries that include those in the Southern African countries which had responded to the decentralization and local empowerment challenges. Moreover, the rural development approach adopted involves farmers in decision making and marking a decline in African government in both managing and financing of rural development.  Although there are enormous increases in involvement of local communities, the Southern Africa Development Community (SADC) region is still confronted with surfeit of development challenges, which have not been resolved since the early 1980s (SADC, 2008). Some of the slowest agricultural growth trends in the world are found in the SADC region the home to both South Africa and Zimbabwe, estimated at about 2.5% a year over the last decade.

Moreover, the region is home to some of the poor countries in the world, where seven of the fourteen member countries are classified as low income countries (SADC, 2008). As a result of this problem, SADC saw it as a necessity to place afresh agriculture at the centre of development agenda. It suggests that agriculture is a primary instrument in the 21st century to curb poverty and aid sustainable development. This is the reason why the current research considered a perspective in agricultural development since it is vital to the two countries under study. Despite the fact that agriculture alone will not be enough to massively reduce poverty, it is an essential component of effective development strategies for South Africa and Zimbabwe. In much of the provinces in these two countries, agriculture is a strong option for spurring growth, overcoming

poverty, and enhancing food security which used to spell the region in previous years. With agricultural productivity, growth in other parts of the economy is encouraged because over sixty percent of the region's population relies on agriculture directly or indirectly as their chief source of living.

The SADC policy makers should significantly depend on evidence-based policy research in their decision making in response to the current challenges of agriculture (SADC, 2008). Agriculture activities are perceived by scholars as vast, diverse, and hastily changing, and that has the right policies and supportive investments at local, national, and global levels. On the same note, today's agriculture proffers new and dynamic opportunities to hundreds of millions of rural poor people to move out of poverty. Pathways out of poverty open to the poor through agriculture include commercialized smallholder farming and animal husbandry, employment in the "new agriculture" of high-value products, and entrepreneurship and jobs in the emerging rural, nonfarm economy are selective (SADC, 2008). Hence, this ignores the majority of the people living in marginalized areas. Thus, raises a need to tender another aspect that participation of individuals in agricultural development will ensure the involvement of all groups of the communities.

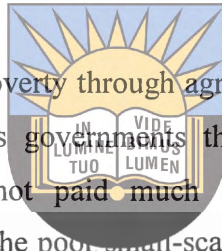


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On the other hand, sustainable and regenerative agriculture is considered as a tool to diminish the various risks that people in rural areas face as agriculturalists. Depending on the context, SADC's agriculture and rural development policies, investments, and programmes have to be built on existing rural knowledge and skills is presented by a PDC perspective. It is imperative that agricultural development activities ought to be positioned on an improved understanding of the different needs, priorities, and constraints that limit and influence different individuals, both within and between households. As the backbone of many national and household economies, agriculture provides the lifeblood for rural communities (Tenaw, 2008). One group of poor people in SADC, particularly women, encounters many risks associated with environmental, political, economic, and health-related issues. The poor communities in the region have exposure to many of these risks due to lack of adequate rural services, information, infrastructure and institutions. In many parts of the Sub-Saharan Africa, vulnerability of farmers to HIV/AIDS has

intensified labor shortages. Thus, as communities try to cope with illness and death in their households amongst other things, development initiatives suffocate tremendously.

Again, development in the area of agriculture has witnessed a number of challenges in the SADC region. There are short and long-term challenges which include droughts, floods, HIV/AIDS pandemic, political and economic crises. In particular, HIV/AIDS is pointed as a destructive element in agricultural production that flake the agricultural knowledge and skills which are traditionally passed down from parents to children. As a result, it is affecting individuals, households, communities, and the national economies on food security of many developing countries, particularly those in Southern Africa (Tenaw, 2008).



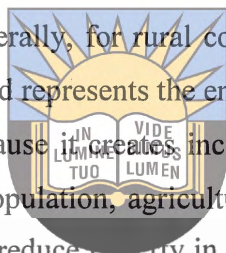
In spite of the efforts needed to combat poverty through agriculture development initiatives, the past decades have revealed that Africa's governments themselves as well as bilateral and multilateral development partners has not paid much attention to agriculture and rural development (Tenaw, 2008). As a result, the poor small-scale farmers still suffer. Scholars have expressed that the sub-Saharan African economies still demonstrate economic characteristics inherited from the colonial era and continues to influence the lives of the small-scale farmers (Chipika, 1985; Quettle *et al.*, 1998). The inequalities are evident in every developing country since the colonial rule or apartheid in South Africa. Hence, it is believed that it might take time to change the whole economic structure from the discriminative to the democratic structure (De Beer and Swanepoel, 1998). Thus, the majority of poor people can afford and access to livelihood resources.

The contributing factors which mark the failure in sustenance or impact of development in Southern Africa highlight major circles of adopted modernization models. It has relied first, on the notion of development agenda that are foreign to the volume of its people where both in origin and objectives have not always addressed the right issues or done so in the right way. The second reason is that development has adopted techniques designed to answer indirectly the needs of Western societies. Subsequently, these techniques do not always suit African cultures or societies that are found in the main rural areas and with people mostly non-literate (Jones, 2004). This implies that for most of the time, development practitioners have either been asking the

wrong questions altogether or asking the right questions to the wrong people and as a result, the needs of local communities are not met in the SADC.

2.9.1 South African Rural and Agricultural Development trajectory

Agriculture is the backbone of African economy, which suffices to say that South Africa also share the same sentiments (UNESCO, 2007). About 70% of the African population living on less than US\$1 a day is located in rural areas. The World Bank (2002, cited in UNESCO, 2007) established that poverty is a rural experience in the region. This majority of the African population is basically unable to meet basic food and other needs due to the continuous poor performance of the agriculture sector and this has worsened by the current rapid increase in the world food prices (UNESCO, 2007). Generally, for rural communities, agriculture remains the main source of employment and income and represents the engine of rural economy. Agricultural growth is not only important in itself because it creates income and employment opportunities and reduces the poverty of the farming population, agricultural growth also induces rural non-farm growth and hence generally helps to reduce poverty in rural areas (Balisacan, 2001). South Africa is one among many African countries that have responded to the decentralization; local empowerment challenges; and adopted an approach to rural development that involves farmers in decision-making (UNESCO, 2007).



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In addition, there is severe poverty in South African rural areas of which, 53% of the national population is rural population, with 75% of the poor residing in these areas and 81% regarded as of the ultra-poor inhabitants (Oettle *et al*, 1998). SALDRU (1994, cited in Oettle *et al*, 1998) found that female - headed households in rural areas are a high poverty risk social group. Furthermore, there is lack of agriculture resources whereby 42% of the ultra-poor and the poor rely to some extent on crop or livestock production. Consequently, people's access to land and water are major constraints and in particular access to land for the poorest segments of the rural population is primarily access to communal land (Oettle *et al*, 1998).

The South African agricultural economy has a two-fold system, with both well-developed commercial farming and more subsistence-based production in the deep rural areas (Oettle *et al.*, 1998). Historically black farming has been undermined whereas white farming was supported by

legislation and subsidy. This has created a highly dualistic agricultural sector which left black farmers farming small areas of land with insufficient investment or institutional support (Oettle *et al*, 1998). By the mid 1980's, the rapid decline in the South African economy had resulted in subsidies to white large scale farmers being politically unsustainable. Reductions in subsidies, while leading to relative economic hardship for some, have also resulted in improved productivity and in all probability improved sustainability. Agriculture is more important in South Africa than its contribution to GDP because of its role in employment and the contribution it makes to the livelihoods of the poorest households. Thus, agriculture has a major role to play in the South African economy particularly on rural poverty alleviation. This is necessary as poverty in South Africa is concentrated in rural areas and agriculture is well placed to play a role in both poverty alleviation and equity improvement (Oettle *et al*, 1998).

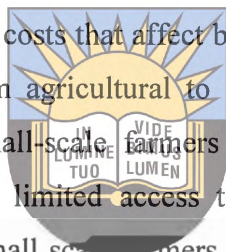


On the other hand, today, many Black South Africans consider agricultural production as a last choice for their livelihood because getting employment in urban centres has increasingly come as the way of survival. The need for rural people to acquire the land through reform programmes of the GNU (Government of National Unity, 1994) stems from their aspiration for secure tenure such as residence use (Oettle *et al.*, 1998). Additionally, they use land as a link to a diverse resource base, rather than to derive the main part of their income from farming. It has become imperative that an extensive range of measures should be put in promoting of sustainable Black rural communities in South Africa since they are becoming less functional (Oettle *et al.*, 1998). Most of the disadvantaged population In contrast, the large scale farming sector lack security and the trend has been increasing crime against white farmers which include stock theft, robbery and murder. These challenges have negatively affected the productive farming enterprises because it leads to the abandonment of larger units of production. Moreover, other factors that have an impact on the social and economic sustainability in the large scale agricultural development segment relates to the deep social, economic and cultural divisions of rural South African society.

Looking critically at the South African scenario, it is important to note that there is an increasingly declining ability of South African government to manage and finance rural development. Linking this perspective to democratic processes, the standards of the agricultural

sector has been determined as abandoned. The South African democracy was marked by the adoption of a new constitution in 1994 and the establishment of nine provincial governments. As such, the constitutional emphasize on participation as a fact of democracy. In spite of this new structure, government portfolios within this model had some functions which are considered to be of a national nature for example, phytosanitary regulations (Oettle *et al.*, 1998). The National Department of Agriculture oversees aspects of agriculture within South Africa, and it oversees the policy environment.

Even though being a major employer in South Africa, agricultural sector is yet providing a decreasing contribution to National Gross Domestic Product (GDP). This has come about through the persisting dry conditions, high costs that affect both the commercial and small-scale farmer and ongoing land conversion from agricultural to other uses. The provision of rural infrastructure has, in theory, enabled small-scale farmers to have better access to markets (Chambers, 2005). In practice, however, limited access to markets, especially in terms of marketing-mechanisms and funding for small scale farmers continue to limit economic growth. The private sector is not actively or formally engaged in sustainable Agriculture and Rural Development (SARD) which prevents significant economic returns from that sector. Implementing of effective public-private partnerships was made where a need was established to create an enabling environment for private sector involvement. In line to this background, climatic change presents a challenge to food security in South Africa and the way to maintain agricultural production is still an unresolved problem (UN AGENDA 21, 2002).



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Another identified problem in South Africa is the migration of people from rural areas into cities. There is a high rate of poverty generated since most of the migrants are unskilled workers seeking to make ends meet in urban areas. The corollary of this is an increase in urban poverty as cities are incapable to cope with the influx of poor people seeking better economic opportunities. The World Bank stresses that promoting agricultural and rural development is vital to curb the growth of the poor in most developing countries (UN AGENDA 21, 2002). However, the poverty reduction strategy and plan (PRSP) in South Africa created new forms of policy development which situates poverty reduction strategies as part of the activities of all three spheres of government (which means national, provincial and local government), with close

consultation with representatives of civil society. This shift from a macro-economic policy to a more local market-based solution has created an environment in South African rural development, which strives for both poverty eradication and self sufficient development for rural communities. The greatest challenge for achieving these objectives are in the rural areas, but momentous funding and resources have been allocated at national, regional and local levels to work towards meeting the supply backlogs for water by 2008 and for sanitation by 2010 (UN AGENDA 21, 2002). Programmes are implemented on a large scale, creating considerable employment opportunities in the rural areas, and are providing access to basic health infrastructure and services necessary for rural development.

Moreover, in South Africa, vulnerable communities (persons) have the opportunity to apply for the social assistance grant programme and different poverty relief programmes which are the cornerstone of 12 million beneficiaries (Skweyiya, 2008). As of September 2003, 5.6 million South Africans were receiving social assistance (UN AGENDA 21, 2002). These programmes provide both poverty reduction and poverty prevention strategies, and are part of the governments largest poverty reduction programme. The social assistance programme has paid attention to the most poverty stricken people in rural communities which endeavors to promote rural development through the provision of a basic financial means to support local economic development. While there are significant reporting on the fact that there is great progress in reducing poverty, the number of people living in poverty has not been accurately assessed. South Africa has implemented several successful rural poverty relief initiatives; but despite these efforts, poverty continues to strain rural development efforts. These programmes have been hampered by factors such as social acceptability of some of the alternative (more appropriate) infrastructure; and the lack of proper education technology. The situation is also intensified by the high incidence of HIV and AIDS and high rates of population growth and urbanization.

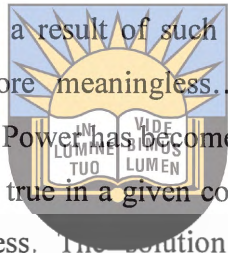
It is therefore suggested that there is a need to redress, of former disadvantaged groups through assisting resource-poor communities in rural areas. Only a few people in contact with the reality of development initiatives on the ground would question the sentiments behind this statement above, which are which is the central objective that should be put in Nguni Cattle Project. Efforts should be made to include communities in solving their own problems of most government



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initiatives mentioned above fall short of appropriate consultation with communities whenever there is a formulation of development programme. For example, Magezi (2008) identified the failure to effectively address persistent poor Drop-In-Centers (DICs) management, particularly lack of transparency and poor communication and excessive control by Aids Foundation of South Africa (AFSA) and lack of consultation which tends to limit initiatives from the DICs. There is lack of power given to the communities. Besides, the greatest challenges in the collaboration are poor communication, government bureaucracy, and a lack of continuity from one officer to the next in when there are resignations (Magezi, 2008). This situation is very similar to the Zimbabwean agricultural rural environment; hence, there is no much need to get into detail. Without support given the constitutional landscapes a problematic and excessively generating the manipulation practices. As a result of such project failures, this led Flyvbjerg (1998:194) to assert that, "it is therefore meaningless... to operate with a concept of communication in which power is absent". Power has become an inevitable factor to determine a 'bottom-up' situation on what is right and true in a given communicative process is determined solely by the participants in that process. The solution suggested by this study is that beneficiaries must be involved in finding alternative solutions to their problems through participatory development communication.

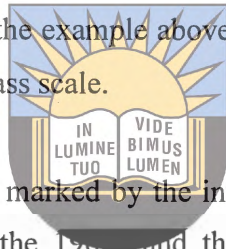


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2.9.2 Zimbabwean Rural and Agricultural Development trajectory

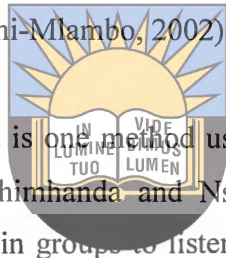
The current rural and agricultural development system is influenced by historical factors. Like most Southern African countries, Zimbabwe, since independence in 1980, benefited from projects co-funded by the International Fund for Agricultural Development (IFAD) among others (Hanyani-Mlambo, 2002). These projects financed by IFAD among others include the National Agricultural Extension and Research Project, the Agricultural Credit and Export Promotion Project, the Smallholder Dry Areas Resource Management Project, the South-Eastern Dry Areas Project, and the Smallholder Irrigation Support Programme (Hanyani-Mlambo, 2002). The IFAD projects were aimed at increasing access to productive resources by smallholder farmers, enhancing food security through sustainable development, improving the agricultural productive capacity of smallholder farmers, and raising their livelihoods. However, due to the slow-down of the Zimbabwean's current economy, the successes by these projects since establishment are now in vain.

Accordingly, lifting development standards of rural communities by these agricultural and extension initiatives has witnessed a mixed feeling. Some projects started to make positive impact on the livelihood of the communities in which they were being implemented. For instance, under the Smallholder Dry Areas Resource Management Project, several thousand smallholder farmers benefited from participatory and adaptive trials established by the projects in their areas. During the period when Zimbabwe's economy was still strong, new varieties of crops, particularly maize, sorghum, millet and cowpeas, were introduced by the project. In addition, demonstrations and promotion of bana grass have been put in place to improve forage production for livestock and conservation of soil (Hanyani-Mlambo, 2002). At that time, development in agricultural performance had potential to increase rural incomes and purchasing power for large numbers of people. Thus, the example above shows that agriculture can be seen as an element that can uplift people on a mass scale.



The agricultural system in Zimbabwe was marked by the introduction of agricultural extension approaches. This approach backdates to the 1960s and throughout the 1970s, when a large number of group development areas (GDAs) were established in Mashonaland East Province, particularly in Murewa and Mutoko Districts (Hanyani-Mlambo, 2002). GDA approach was based on area and project development through community participation in which, in some cases, the local people provided labor whilst government or donors provided the necessary inputs. The GDA notion could allow the extension service to penetrate difficult areas and introduce agricultural extension technology, and making it easier to introduce other development initiatives closely related to agriculture (Hanyani-Mlambo, 2002). The strategy was a vertical top-down perspective that did not engage all members of the communities in decision making. Since it did not start with the communities, drawbacks were usually related to the difficulties in directing services to the needy. Also, the focus on a particular individual or group could preclude support and services for other deserving clientele. In addition to the above drawbacks, a heavy reliance on government and donors made projects vulnerable in the event of government deficit or donor weariness. Besides, sustainability was externally depended rather than internal. Moreover, the approach assumed that all farmers faced similar problems and operated in a homogenous environment yet there was heterogeneous community challenges in particular (Hanyani-Mlambo, 2002).

At this point, reference should be made to an extensively espoused system of master farmer training schemes, which was initially formed in the 1930s as a way to develop proficient farmers and it is still being practiced today (Chipika, 1985; Pazvakavambwa, 1994). Master farmer training schemes help farmers during pre-independence as well as post-independence. The main objectives were to improve smallholder agriculture through master farmer training that should spread modern, scientific farming techniques in communal areas (rural areas). The master farmer training schemes adopted a method based on the trickle-down theory in which a few progressive farmers receive extension and information through demonstrations, which they are anticipated to pass on to other farmers (Hanyani-Mlambo, 2002). For instance, the noticeable achievement of these schemes was the soaring adoption rate of novelty such as hybrid maize (Billing, in, Hemmes and Vissers, 1988, cited in Hanyani-Mlambo, 2002).



The radio listening group (RLG) approach is one method used in Zimbabwe. A pilot study on this approach has been carried out in Chimhanda and Nswazi areas of Zimbabwe. In this approach, farmers were gathered together in groups to listen to radio programmes that address either specific geographic areas or the entire nation, depending on the heterogeneity of the farming regions. Gathering farmer groups allows farmers to discuss the extension subjects emanating from the communal areas (Mudiwa, 1997, cited in Hanyani-Mlambo, 2002). Also, the farmers share experience and help each other to overcome any difficulties of understanding before employing any of the programmers' messages or technologies that are significant or constructive. In other words, the RLG approach was a learning ground for farmers about what other farmers are doing elsewhere. Significantly, the merit to this approach was that it had low cost per capita. Additionally, it creates awareness and interest among farmers. However, most of the RLG programmes were one way communication and no feedback platform entertained. The limitation is that having only one central transmitter which broadcasts to the whole country would offer irrelevant news to local communal farmers. Mudiwa (1997, cited in Hanyani-Mlambo, 2002), explains that Zimbabwean RLGs could find lessons on coffee, potato, tobacco and caster bean production irrelevant to their needs. Further, the broadcasts were done on inconvenient week days or at busy times of day which also contributed to a negative influence on the effectiveness and usefulness of this approach.

The failure of some extension methods, namely, group development areas, master farmer training schemes and radio listening group programmes gave birth to the Farming Systems Research and Extension (FSRE) methodology which was a direct response to various prescriptive agricultural development models failures. In fact, the method was meant to alter and replace many recommended technologies which had been technically irrelevant or that sound against the objectives and socio-economic circumstances of smallholder farmers. Nonetheless, the failures were based on their inappropriateness to the agro-ecological conditions (Mettrick, 1993) hence the FSRE methodology is centred on problem solving. It is systems-oriented, interdisciplinary, farmer-oriented and iterative as it emphasizes the role of constraint diagnosis and on-farm trials as a way of facilitating linkages among the farmers, researchers and extension workers. In Zimbabwe, FSRE has largely been supported by the Farming Systems Research Unit within the Department of Research and Specialist Services (DR and SS) and AGRITEX has been more active at the grassroots level where extension workers identify trial farmers and monitor on-farm trials.



The most important improvement of the methodology is its focus on participatory development communication (PDC) methodology is its focus on the grassroots smallholder farmers. Research and extension programmes are determined by the needs and priorities of the farmers and their specific farming systems. This farming perspective has to a greater extent involvement of local knowledge, resources such as traditional farming knowledge utilization. Although traditional FSRE has utilized extractive approach, it has a weakness in participatory and this resulted in failures to start the research and dissemination process at the farmer level. Extractive approach refers to the farming systems research used for generating appropriate technologies for studying existing farming systems and involving the technology users - usually the small farmers in the planning and evaluation process (Mettrick, 1993). The approach is justified on the basis of three vital considerations. Firstly, the farmer and his family are rational in their decision-making. Given their available resource base, circumstances, opportunities and knowledge, they typically manage a combination of crops, animals, and other on-farm and off-farm activities to satisfy basic physical, financial and social needs. Secondly, the production systems of small farmers embody an integrated set of husbandry practices that have developed over centuries so that these systems are stable, complex and very sensitive to the ecological, biological and socio-economic

environment. Thirdly, a farming system belongs to the goal-setting and purposeful category of systems and its direction is determined by the farmer and his family. The decision to introduce changes or adopt any innovation depends entirely on how the household assesses the relative advantages and disadvantages in terms of its own perceptions and priorities. Because of these considerations, FSR is an interdisciplinary, integrative, problem-oriented and farmer-centred approach. Past and current FSRE efforts have emphasized traditional cropping systems but less attention is paid on livestock components or systems. Therefore, FSRE has been criticized for its weaknesses in drawing extension considerations from practice and in incorporating its findings into the extension system (Mettrick, 1993).

So far, additional approach that was implemented in the country include, commodity-based approach and it had witnessed challenges. Commodity-based approach is generally organized through parastatal organizations or private firms, and is very important for cash crops or export crops. As parastatal processing or marketing companies engaged in this method, room for making excess profits at the expense of struggling, and at times poverty-stricken farmers was opened. More importantly, as a less responsive approach focuses on one crop, sometimes at the expense of a local area's specific needs. It often gives monopoly power to the parastatals and/or crop processing or marketing companies, thus enabling them to make excess profits at the expense of struggling, and at times poverty-stricken, farmers. In addition, poor management or changes to terms of trade and pricing can result in poor returns to farmers. Thus, it retains characteristics of the conventional 'top-down' extension approach, which does not give independence to farmers and asphyxiate their own initiatives.

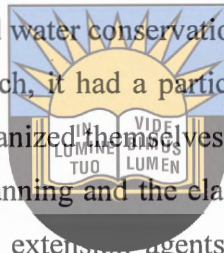
Hanyani-Mlambo (2002) observes that a number of reasonably current agricultural extension approaches have come into view. They include, participatory extension approaches, participatory learning approaches, participatory rural appraisals, rapid rural appraisals, participatory technology development, farmer field schools, innovative farmer workshops and look-and-learn tours. In addition to these new and emerging extension approaches mentioned above are farmer-first, farmer-back-to-farmer, farmer-to-farmer extension and facilitation-extension agents respond to farmers' requests and programmes and visit farmers only when required. These are regarded as bottom-up approaches meant for local farmers to take the initiative. Accordingly,



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there is also freedom for the local people to make decisions and choose among different service providers, based on an organization's ability to deliver appropriate services. Even though AGRITEX, with some of its innovative agricultural extension agents have experimented with some of these new approaches, they are still in their trial stages and have not yet been absolutely espoused at functional level (Hanyani-Mlambo, 2002).

Some successful story relates to the Intermediate Technology Development Group (ITDG) or German Agency for Technical Cooperation (GTZ) Chivi Food Security Project which was initiated in response to localized chronic food insecurity in pockets of semi-arid areas of Zimbabwe. Its aim was to ensure that communities are self-sufficient in food supply and in 1991; a pilot project with an emphasis on soil and water conservation was set up in Wards 21 and 25 of the Chivi District. As a bottom-up approach, it had a participatory framework of research and extension approaches in which farmers organized themselves into groups of 70 to 80. The groups were involved in project identification, planning and the elaboration of action plans. Moreover, the implementation was marked with the extension agents who were viewing themselves as facilitators in the rural development process rather than providers of technical solutions. Its tremendous success was found both in Chivi District and in terms of ripple effects, in Chimedza and Mukaro Wards of Gutu District and various areas of Zaka District. The successes are namely, the unusually wide range of technologies that farmers in these areas have tried and adopted; people's improved socio-economic conditions, e.g. some originally very poor farmers are now buying their own cattle; local farmers' increased organization and demand for services; the establishment of local farmer institutions as a way of making farmers' demands effective (institutional capacity building); and successful capacity building efforts from support institutions. In addition to being a resounding success on the ground, the ITDG/GTZ Chivi Food Security Project also provides an excellent example for nationwide interventions because of the publicity and extensive documentation it received. Project outputs include many articles in international journals, books, a joint manual on participatory extension approaches, a video and pamphlets (Hanyani-Mlambo, 2002). The project's success was based primarily on its utilization of participatory approaches, its focus on critical livelihood need and its acknowledgement of local indigenous knowledge which is the cutting edge issue of PDC in this current research.



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Another project, the Lutheran Development Services' (LDS) project was aimed to prevent starvation by providing immediate assistance to those in need. To achieve such a goal, LDS plans to engage itself in providing provide school supplementary feeding, and supplementary feeding to children under five, and to rehabilitate or construct schools, and dams and to participate in agricultural conservation activities (InterAction, 2001). As for present activities, its projects are based in Midlands (the Zvishavane and Mberengwa Districts), Matebele South (Beitbridge and Gwanda Districts), and Masvingo (Chivi and Mwenezi Districts). LDS gave the Heifer cattle to recipient who first had to receive training on cattle rearing. Accordingly, Heifer cattle rearing were expanded among the group members when the recipient passes on an offspring of the original animal to another group family (InterAction, 2001).

2.10 OVERVIEW OF THE NGUNI AND HEIFER CATTLE DEVELOPMENT PROJECTS

The study examines the effectiveness of participatory development communication (PDC) and empowerment knowledge constructs of Nguni cattle project in the Eastern Cape Province of South Africa and the Heifer cattle project in the Midlands Province of Zimbabwe. The Nguni cattle farming project, which has made a scientific and commercial success of Nguni cattle farming in South Africa, has since 1997 sought to revive community interest in the production of the once-thriving but widely abandoned indigenous cattle species. The Nguni cattle project has sixty three communities with hectares expanse of land that is livestock conducive. For example, there is Kwezana village which is very close to Alice town (Mzileni, 2008 interview).

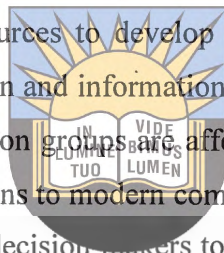
The Heifer project began by the initiations being undertaken in Zvishavane district which is located in the Midlands province. The local communities or groups received 49 Heifers in 1994 from a non-governmental organization called the Lutheran Development Service (LDS). There were five wards which benefited from this initiative that was meant to help the poor farmers who did not have any form of resources for their peasant farming activities, which is the major source of income in the communities.



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2.11 BACKGROUND OF EASTERN CAPE PROVINCE AND MIDLANDS PROVINCE

Current agricultural and rural development in both South Africa and Zimbabwe cannot be isolated from the stemming history of agriculture trend which developed from the two countries' agricultural history. Eastern Cape Province is the poorest province in South Africa (Ecparks, 2007). It is a province that is characterized by unacceptable high levels of unemployment, underdevelopment, high levels of HIV and AIDS, poverty and inequality, and high levels of vulnerability among women and children. Because of the current situation that Zimbabwe is facing, Midland Province's situation cannot be differentiated from the Eastern Cape Province of South Africa as these two provinces have some similarity. They are both characterized by weak and inadequate infrastructure which affects the spread of communication and information systems because of limited financial resources to develop or strengthen them. Also, there is dislocation and disparities in communication and information flows between urbanized areas and rural communities. Disadvantaged population groups are affected because of insufficient access for large segments of the national populations to modern communication and information means. There is low priority given by policy and decision makers to communication and information as integral components of development programmes. This low priority often translates into the absence of effective policies and structures to guide and synchronize communication for development activities in virtually both provinces. In terms of agriculture activities, the two provinces are located in the drought-prone regions.



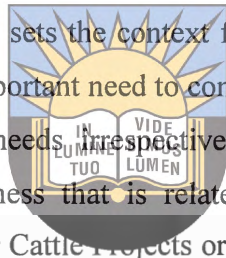
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2.12 PARTICIPATORY DEVELOPMENT COMMUNICATION APPROACH INTEGRATED WITH THE NGUNI AND HEIFER CATTLE DEVELOPMENT PROJECTS

Giving a closer look at Nguni and Heifer Cattle Projects as innovation in this study, there is basically a new transition that requires to be critically examined. PDC suggests that if there are communication of ideas among stakeholders at all levels, there is inclusion of indigenous ideas which is done through dialogue. Hence, resolving such a trend would mean success in Nguni and Heifer cattle projects since the foundation of the development projects in the 21st century is towards demand-driven whereby everything is done by the community, for the community. It is a crucial strategy to ensure that development projects are demand-driven. Importantly, rural development related activities such as these ones must be linked to real needs and priorities as

defined by communities themselves. The stakeholder partnership, through the community dialogue, seeks to ensure that the development (Nguni and Heifer Cattle Projects) agenda is citizen-centered and that the community actions and programs are coordinated. This would mean that there will be mutual consultation to meet the basic needs of the beneficiaries rather than lip service. For instance, if there is media use for the Nguni and Heifer farmers for community to gain, it is important to examine the language and content used to disseminate information thereof. Such a transition is from an authoritarian approach to a democratic approach which would help them to bear their own indigenous challenges for economic progress.

Experience with these participatory methods has also demonstrated that the manner in which these individuals are included in a process sets the context for the results ultimately generated. Therefore, with this in mind, there is an important need to consider re-evaluation of stakeholders' role, focusing entirely on the people's needs, irrespective of whether they are agricultural development oriented or any other business that is related. These are the key sources of development initiative in Nguni and Heifer Cattle Projects or any other pro-poor endeavour. The suggestions given by Bessette (2004) may serve as general guidelines for community participating in their own development. They are provided to help re-orient the thinking of development experts from being implementers to facilitators in respect of beneficiaries' contribution. As facilitators, development experts and researchers should foster the principle of minimum intervention and respect the indigenous knowledge of the disadvantaged groups of Southern Africa. This means that in the Eastern Cape province of South Africa such as Amathole district (Nkonkobe communities) and Zimbabwe in the Midlands such as Zvishavane District (Mazvihwa communities). Although the Nguni and Heifer cattle projects have been implemented from one area to the other, there is yet a need to examine how communities can actively participate in such development programs, given the existing structural constraints between the various constituents that make up a social system in South Africa and Zimbabwe. Given this backdrop, this study attempts to explicate participatory development communication for the people to realize that all market problems associated with the Nguni and Heifer Cattle Projects can be informed or can be overcome by the inclusion of local knowledge.



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Therefore, the contemporary participatory model for development underscores the importance of community participation and relies on communication as a means to empower the community. It is through this process that communities sensitize the development initiatives of their own model. The model emphasized in this participatory development communication can be suggested as the alternative of involving communication element crucially meant for dialogue by Nguni and Heifer Cattle Projects. Although there may be many obstacles in implementing PDC in Nguni and Heifer Cattle Projects, there will likely be a significant and gradual improvement in community development as in the present case study. Therefore, implementing participatory development communication method is still a worthwhile effort for the promoters of community driven development in agricultural sector.

2.13 SUMMARY

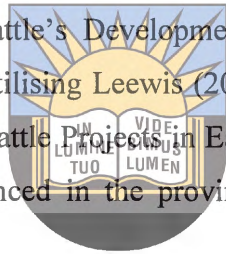
This chapter is a discussion that argues the importance of people's active participation. It (PDC) is an essential component of sustainable development of previously disadvantaged communities. Any intervention with the intent of achieving a real and sustainable improvement in the living conditions of people is doomed to fail unless the intended beneficiaries are actively involved in the process. Unless people participate in all phases of an intervention, from problem identification to research and implementation of solutions, the likelihood that sustainable change will occur is slim. Importantly, participatory development communication (PDC) is at the heart of this challenge and as Bessette (2004) stresses that it is the process by which people become leading actors in their own development. Communication enables people to go from being recipients of external development interventions to generators of their own development. Scholars argued that the lessons from experience in this field have demonstrated the importance of emphasizing interactive and participatory processes, rather than the production and dissemination of information separate from the community processes. It must also promote "horizontal" interchange among people rather than some kind of "vertical" or "top-down" transmission from an expert to the intended audience. It follows that there must not emphasize the use of the media (which plays an functional role), but the processes and strategies for participatory grassroots communication with feedback processes in particular.



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Therefore, this chapter explained the origins of the main theoretical approaches concerning development, including how it is shaped and framed within the current pro-poor strategies process of participatory development communication was discussed together with reasons as to why this new model was supported. The four concepts participation, communication, innovation and development were discussed linking them to innovation construct in agriculture before getting into the section covering the issues related specifically to participatory development communication. Also, the South African current rural and agricultural development trajectory was covered Participatory Development Communication focusing on Nguni and Heifer Cattle Projects being the ideal means for pro-poor development, was also discussed in this chapter. The literature concerned with participatory development communication approach which was integrated with the Nguni and Heifer Cattle's Development Project was then detailed. The chapter presents research's argument by utilising Leewis (2004) and Bessette (2004) linking to the implementation of Nguni and Heifer Cattle Projects in Eastern Cape Province and Midlands Province also detailing problems experienced in the province, country and other developing countries and ways to address them.



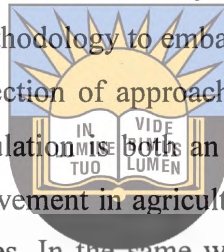
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CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter outlines the research methodology of the study. It describes in detail the methodology to realize the effectiveness of participatory development communication (PDC) and empowerment knowledge constructs of both Nguni Cattle Project in the Eastern Cape Province of South Africa and the Heifer Cattle Project in the Midlands Province of Zimbabwe. This study employs a comparative case study approach, where the focus is both within and across cases. A literature study has also been done to find a link between the research project and the accumulated knowledge in this particular field of study and this has helped in developing a research design and selecting a suitable methodology to embark on this study (Makole, 2003:47). Correspondingly, the rationale for the selection of approach as a methodology for the current study is explained in this chapter. Triangulation is both an appropriate and useful method for examining the process of community involvement in agricultural practice because there is much engagement regarding people's experiences. In the same way, triangulation method helped to discover and understand the farmers' experiences of pro-poor development initiatives (Nguni and Heifer Cattle Projects). In order to achieve this, triangulation method was used, which involves both qualitative and quantitative research design that involves exploratory, descriptive and contextual designs were considered as the most appropriate.



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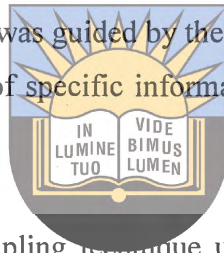
De Vos (2002:255) elaborates by advocating that the descriptions of participants, research design, target population, sampling, methods of data collection and measuring instruments be included as part of the research methodology. Since the purpose of this chapter is to discuss the research methodology that was employed for this study, and focus will therefore be on the research design, data collection methods and analyzing of data and a discussion of trustworthiness to ensure the ethical correctness thereof. Consequently, research design which is perceived as a set of guidelines and instructions to be followed in addressing the research problem will be addressed (Mouton, 2002:107).

3.2 RESEARCH POPULATION

The population of this study consists of two entities. The management or development agencies such as project coordinators, agricultural extension, trainers, NGO's representatives, and the beneficiaries (which are in the case of this study, farmers and the target groups or communities of the Nguni and Heifer Cattle Projects).

3.3 Sampling Techniques

In this study, under probability sampling, simple random sampling was used and for non probability sampling, purposive sampling was applied. Interlinked random and purposive samples were used. For qualitative techniques, non probability sampling was used for reasons of convenience and economy. The researcher was guided by the processes that are meant to provide rich detail in turn to maximize the range of specific information that can be obtained from the context.



In quantitative inquiry, the dominant sampling technique utilized by the study is probability sampling, which depends on the selection of a random and representative sample from the larger population. Probability sampling was employed on quantitative technique where random sampling was prioritized. The study employed this technique to ensure that there is an equal chance for every person to be selected, hence much representativity which can lead to objectivity of the study (Polit, 2001). The simple random sampling method was used as well as systematic random sampling where necessary, for instance, every third house was visited and every sixth person on the local community was approached. The purpose of probability sampling is subsequent generalization of the study findings to the population. By contrast, purposeful sampling was used dominantly in carrying out qualitative research.

In spite of the apparent flexibility in purposeful sampling, the researcher was aware of three types of sampling errors that can arise in conducting qualitative research and were dealt with in this study. The first relates to distortions caused by insufficient breadth in sampling, the second from distortions introduced by changes over time and the third from distortions caused by lack of depth in data collection at each site (Patton, 2002). Therefore, the research was carried out at an in-depth level to avoid such problems.

3.3.1 Simple Random Sampling

The advantage of simple random sampling in this study is that it is simple and easy to apply when small populations are involved. The researcher used the simple random sampling to select a sample of fifteen stakeholders from Heifer cattle project and thirty five stakeholders from Nguni Cattle Project. The reason for the sample sizes is simply because the Nguni Cattle Projects as compared to Heifer Cattle Projects have less population, hence fewer subjects were consulted. However, because every person in a population has to be listed before the corresponding random numbers can be read, the population identified was heterogeneous hence, estimates had large variance. For example, some people from other wards or groups would not be selected. The simple random sampling method was used because the community cannot be homogeneous in every aspect. Simple random sampling has different categories that could be grouped together to draw a sample, for instance, age and gender (Patton, 2002).



3.3.2 Purposive Sampling

Purposive sampling is very useful for situations where the researcher need to reach the targeted sample quickly and where sampling is disproportionately more of a primary concern (Patton, 2002). (This method was employed to select a sample of Nguni and Heifer Cattle Projects' coordinators from the two countries, South Africa and Zimbabwe.) With a purposive sample, the researcher got the opinions where participants were selected because they symbolically represent criteria which were key to the research objectives of this study (Cameron, 2003). Purposeful sampling seeks information-rich cases which can be studied in depth (Patton, 2002). The judgment of who should be included in the sample remains with the researcher.

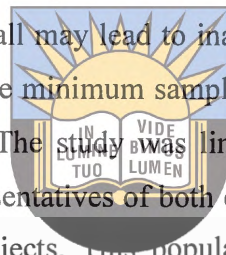
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In line with the views of Cameron (2003) and Punch (1998), this study employed a non-probability sampling procedure and adopts a purposive or judgmental sampling technique to collect qualitative data. The rationale for choosing this sampling procedure stems from such factors as the nature of the problem to be studied and the type of data required. Firstly, this study required more of qualitative investigation on the basis of in-depth interviews. Secondly, and related to the first point, the study intended to collect, analyze data mainly as regards experiences, perceptions and views of cattle farmers and community who have been (and will be) the most affected by development challenges. These call for employing qualitative research.

In other words, the principle of “qualitative research is to purposefully select informants ... that will best answer the research question. No attempt is made to randomly select informants” (Creswell, 1994:148). This means that in a qualitative approach, purposive sampling is necessary “to locate information-rich informants” (Punch, 1998:193). This principle applies both to the selection of key informants and group interview participants. All these important factors were taken into consideration while conducting this research.

3.3.3 Sample Size

The number of people to be selected from the whole population is the sample size. Deciding on sample size was a very vital issue because samples that are too large may waste time, resources and money, while samples that are too small may lead to inaccurate results (Sarantakos, 2005). In many cases, this can easily determine the minimum sample size needed to estimate a process parameter, such as the population mean. The study was limited to 94 farmers or community members in total for both projects, 5 representatives of both cattle projects and 1 member of the government coordinating each of the projects. This population size of 110 participants was simply the largest feasible, given the constraints of time, resources (finances) and geography. This sample size was simply the largest feasible, given the constraints of time, resources (finances) and geography.



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3.4 RESEARCH DESIGN

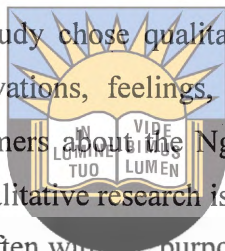
Both a qualitative and quantitative research design was used in this study, thus, employing an exploratory, descriptive and contextual focus. An exploratory focus is used when little is known about the phenomenon to be studied (Polit and Hungler, 1997; Mouton, 2002). This study takes on an exploration design because of the insight and comprehension of the data to be collected. Descriptive research is designed to gain more information about a particular characteristic within a particular field of study (Mouton and Marais, 1996). The study utilized contextual research strategy in which events or phenomena are studied for the interest that they may have as representative examples of a larger population or similar events or phenomena. The present study is furthermore contextual in nature as it deals with the experiences of farmers (Nguni and Heifer Cattle Projects) chosen purposely within the particular rural context of the Eastern Cape Province and Midlands Province. The combined use of qualitative and quantitative designs in

this investigation is chosen to improve the understanding of the subject under study and augment validity and development utility. In other words, data from farmers' in both Nguni and Heifer Cattle Project will be collected effectively.

3.4.1 Qualitative Research

Qualitative research is expressed as an umbrella concept that envelops several types of inquiry in order to help in understanding and explaining the meaning of social phenomena with as little disruption of the natural setting as possible (Creswell, 2003; Berg, 2004). Straus and Corbin (1990:17) define it “as any kind of research that produces findings not arrived at by means of statistical procedures or other means of quantification”. Qualitative research design best suit the initial part of this research study. This study chose qualitative research as the best research method for discovering underlying motivations, feelings, values, attitudes and perceptions (Vishneysky and Beanlands, 2004) of farmers about the Nguni and Heifer Cattle Projects. A qualitative approach is chosen because “qualitative research is typically used to answer questions about the complex nature of phenomena, often with the purpose of describing and understanding the phenomena from the participants’ point of view” (Creswell, 2003:101). In contrast, while quantitative methods assume that truth is objective and can be empirically revealed, qualitative research employed follows a naturalistic paradigm based on the notion that reality is not predetermined, but constructed by farmers or community who will participate (Polit, 2001:12).

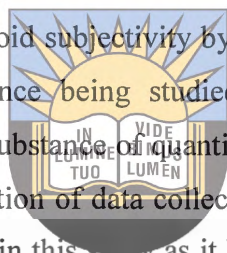
Silverman (2000) posits that qualitative researchers aim to decode, describe, analyze and interpret accurately the meaning of a certain phenomena happening in their customary social contexts. The focus of the researcher utilizing this framework of the interpretative paradigm is on the investigation of authenticity, complexity, contextualization, mutual subjectivity of the researcher and the respondent as well as the reduction of illusion (Silverman, 2000). It is a way of learning and knowing about different experiences from the perspective of the individual. For example, in situations where the respondents were unable to understand English, the region’s national languages, namely Xhosa (in South Africa) and Shona (in Zimbabwe), were used to communicate with the respondents.



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3.4.2 Quantitative Research

Quantitative research uses the deductive or confirmatory or “top down” scientific method and it is used primarily for description, explanation and prediction (Gall *et al.*, 1996). Gall *et al.*, (1996:767) describe quantitative research as “an inquiry that is grounded in the assumption that features of the social environment constitute an objective reality that is relatively constant across time and settings’. The methodology is to describe and explain features of this reality by collecting numerical data on observable behavior of samples, and by subjecting these data to statistical analysis (Saunders *et al.*, 2003). Quantitative data-gathering instruments establish relationship between measured variables. When these methods are used, the researcher is usually detached from the study and the final output is context free (Saunders *et al.*, 2003). In other terms, the purpose of the approach is to avoid subjectivity by means of collecting and exploring information which describes the experience being studied (Bryman, 2004). Measurement, numerical data and statistics are the main substance of quantitative instruments in this approach. With these instruments, an explicit description of data collection and analysis of procedures are necessary. Quantitative approach is useful in this study as it helps the researcher to prevent bias in gathering and presenting research data (Crabtree, 1999). On the other hand, data collection procedures of a quantitative approach create epistemological postulations that reality is objective and unitary, which can only be realized by means of transcending individual perspective. The experience of farmers and communities under study are discussed or explained by means of data analysis gathered through objective forms of measurement.



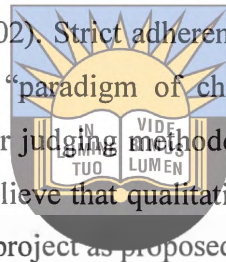
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The quantitative data gathering methods are useful especially with the view that the study needs to measure the cause and effect relationships evident between pre-selected and discrete variables (Saunders *et al.*, 2003). These methods establish very specific research problem and terms. In other words, subjectivity of judgment which is not needed in a research discussion can be avoided through quantitative methods (Bryman, 2004). Thus, conclusions, discussion and experimentation involved in the process are more objective than qualitative methods. Variables, both dependent and independent are needed clearly and precisely as specified in a quantitative study (Saunders *et al.*, 2003). In addition, quantitative method enables longitudinal measures of subsequent performance of the respondents (Gall *et al.*, 1996). An approach that is primarily deductive reasoning, it prefers the least complicated explanation and gives a statement of

statistical probability (Saunders *et al.*, 2003). The quantitative approach is more on the detailed description of an occurrence. It fundamentally provides a generalization of the gathered data with tentative synthesized interpretations (Gall *et al.*, 1996).

3.5 RESEARCH METHOD

The study adopted the data triangulation technique by using a combination of data sources with the effect that the strengths and weaknesses in each source are compensated when used together. The aim was to improve the validity of the findings. However, it is not necessary to pit these two paradigms against one another in a competing stance. By means of employing this combined approach, the researcher obtained the advantages of both quantitative and qualitative approaches and overcome their limitations (Patton, 2002). Strict adherence to one paradigm or another will not allow a balanced response, rather a “paradigm of choices” that seeks “methodological appropriateness as the primary criterion for judging methodological quality” (Patton, 1990:39). Furthermore, Strauss and Corbin (1990) believe that qualitative and quantitative research can be effectively combined in the same research project as proposed by the current study.



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Patton (2002) also advocates that no method is completely neutral and without limitation and studies that only employ one method are considered to be more vulnerable to errors linked to that particular method than studies that use multiple data collection methods. Further, each method can reveal different aspects of reality, and exclusive reliance on one method may distort the researcher’s picture of the particular “slice of reality” being investigated (Cohen *et al.*, 2000). This therefore means that both quantitative and qualitative research designs seek reliable and valid results. Data that is consistent or stable, as indicated by the researcher's ability to replicate the findings, is of major concern in the quantitative arena (Saunders *et al.*, 2003). Validity of the qualitative findings is of paramount importance to representing a true and full picture of the constructs under investigation (Creswell, 2002).

Fryer (1991) presents two noteworthy methodological justifications for combining quantitative and qualitative methods. First is to utilize the strengths of the two approaches, and to compensate for the weaknesses of each. Second is, to reflect on the practical issues and context of the research. Punch (1998) further notes that there is no single way of combining qualitative and

quantitative research since a researcher can add one approach on to another, interweave two approaches, integrate two approaches or link two approaches. In view of this, the two approaches were used in this study to complement each other. The research techniques employed is now discussed below:

3.6 DATA COLLECTION, SAMPLING AND DATA GENERATION

The approach employed in this study involves the use more than one research method or data collection technique, because each method was meant to address a different dimension of the research topic. Importantly, the use of multiple methods and triangulation is critical in attempting to obtain an in-depth understanding of the phenomenon under study. This strategy added rigour, breadth, and depth to the study and provides corroborative evidence of the data obtained (Creswell, 1998; Denzin and Lincoln, 2003). Therefore, this study employs a number of different data collection methods, including survey questionnaire, interviews, observation, critical literature study and a focus group. Often, the research questions that determine the specific methods were used (Robson, 2002). However, under qualitative approach, Mason (2002) expresses that it is more accurate to think of data generation than data collection, because most qualitative perspectives would reject the idea that a researcher can be a completely neutral collector of information about the social world. Instead, the researcher is seen as actively constructing knowledge about that world according to certain principles. Patton (1990:196) argues that "...different methods produce quite different information. The challenge is to find out which information is most needed and most useful in a given situation, and then employ those methods best suited to producing the needed information". Data gathering instruments selected for this study are discussed in the following discussion.

Sampling is a method of specifying the number of groups or people to be used in order to make possibilities for representativeness of the general population (Welman and Kruger, 2001). As it is often impossible to study the whole population, the researcher made use of a sample which was representing the whole population. This refers to the number of people within a community the researcher is studying, the number of people who have been targeted by the cattle projects. Often, the researcher may not know the exact population size which is not a problem. The mathematics of probability proves that the size of the population is irrelevant, unless the size of

the sample exceeds a few percent of the total population individuals are examining (Welman and Kruger, 2001).

Sampling procedure was an attempt made in this study to calculate a sample, which is as representative and generalisable as possible. The research proposed a combination of two sampling methods the simple random for quantitative data and purposive sampling method for qualitative data.

3.6.1 Research Instruments

The following are the research instruments that were employed by this study.



3.6.1.2 Participant Observation

In this study, participant observation was used as a data gathering technique (and not as an overall research approach), requiring immersion in the community chosen for the study (Marshall and Rossman, 1995:5). The researcher was given the opportunity to get a first-hand look at what was taking place 'live', rather than to have it second-hand (Patton, 1990:203-205). Stakeholders of the Nguni and Helder Cattle Projects in South Africa and Zimbabwe respectively, community members who participated in the project, and other associates such as the donor group for the specific project, were observed. Time was spent with enabling the researcher to hear, see and experience the reality of the NGO and the community members who participated in these projects. Observation lead to deeper understandings than interviews alone, because it provides knowledge of the context in which events occurred, and enabled the researcher to see things that participants themselves are not aware of, or that they are unwilling to discuss (Patton, 1990).

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3.6.1.2 In-depth interviewing

Kahn and Cannel (in Marshall and Rossman, 1995:80) describe this method as "a conversation with a purpose". The interview is a fundamental tool in qualitative research (Kvale, 1996; Seidman, 1998; Creswell, 2003). Kvale (1996:1) describes the qualitative research interview as an "attempt to understand the world from the subject's point of view, to unfold the meaning of peoples' experiences, to uncover their lived world...". As Patton (1990:278) similarly claims,

“qualitative interviewing begins with the assumption that the perspective of others is meaningful, knowable, and able to be made explicit”. Data was generated during 14 focused in-depth interviews (in South Africa and Zimbabwe), both personal and electronic where necessary. To promote discussion and share as much information as possible (Cooper and Emory, 1995), an interview schedule with a set of nine semi-structured questions was employed (see Appendix).

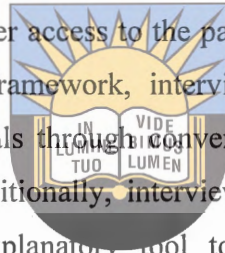


The above photo shows the Research Assistant, Mr. X. Sikelenge (right) conducting an in-depth interview with one of the Nguni Cattle Development farmers

Data was obtained in this manner at different communities involved in the Nguni and Heifer cattle projects which include the coordinators and other stakeholders, and the leader of the government or community who has been in liaison with the donor group. Gathering data was a discovery process whereby participants were interviewed such that actions and interactions concerning pro-poor behaviors (Cooper and Emory, 1995) could be identified. These interviews were conducted with a fairly open framework that allows for focused conversational two-way

communication. Creswell (2002; 2003) and Berg (2004) assert that interviews are regarded as a flexible way of obtaining and exploring information.

Semi-Structured interviews (SSI) which involve use of open-ended questions were also used in this research to collect data. Consequently, SSI was a guided and focused interview with flexible listening, questioning and interacting with people without threatening and intimidating them (Mason, 2002). Furthermore, the researcher's logic for using this data collection method was that a legitimate way to generate data is to interact with people (talk to and listen to them), thereby capturing the meaning of their experience in their own words (Creswell, 1994; 2002). Again, SSI enabled participants to discuss situations from their own point of view regarding the Nguni and Heifer projects, hence, giving the researcher access to the participants' own perspectives (Berg, 2004). Consistent with an interpretive framework, interviews are based on the view that knowledge can be generated by individuals through conversation and that the perspective of others is meaningful (Patton, 2002). Additionally, interviews were employed for a range of purposes which include, first as an explanatory tool to identify possible variables and relationships to validate unexpected findings revealed by other methods of data collection. Second was to clarify and illustrate the meaning of the findings and to enable the researcher to further explore with participants' experiences with Nguni and Heifer Cattle Projects (Patton, 2002).



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Using interviews for this study resulted in higher response rates because subjects were more involved and motivated (Patton, 2002) to express their views. In other words, respondents were put in a distinctly favorable position to explain their thoughts, providing a unique window into their actions (Robson, 2002). On the other hand, the number of respondents were limited because of the associated time and costs involved (Kvale, 1996). Despite this challenge, the interview remains a powerful tool for collecting both qualitative and quantitative data in the current research.

The interview first focused on getting a sense of farmers' background and experiences with Nguni and Heifer Cattle Projects, their expectations for the research, and strategies for effective communication. Semi-structured interviews are employed as controlled interactions. However, this method permits the researcher to ask supplementary questions, for clarification and

elaboration, whilst the use of open questions grants the participant greater freedom to open a discussion on their experience (Patton, 2002). This study employed the semi-structured interview model, which enabled different accounts to be compared, whilst its flexibility helps a greater understanding of the subject (Robson, 2002; Denzin and Lincoln, 2003).



The photo above shows the Researcher, Mr. A. Nhedzi (left) conducting an in-depth interview with research coordinators of the Nguni Cattle Development Project

Although interviews have certain strengths, there are various limitations associated with interviewing. First, not all people are equally cooperative, articulate, and perceptive. Second, interviews require the researcher to have skills. Third, interviews are not neutral tools of data gathering, they are the result of the interaction between the interviewer and the interviewee and the context in which they take place (Fontana and Frey, 2003; Mason, 2004). However, the

researcher used triangulation to overcome these limitations through use of various methods which clarify validity of data collected on field work.

3.6.1.3 Focus group discussion

A carefully planned discussion designed to obtain perceptions on a defined area of interest in a permissive non-threatening environment termed focus group was employed in this study (Kreuger, 1994). As a qualitative approach, focus group encourages discussions within the group and the interactions among participants to enhance data quality (Patton, 2002).

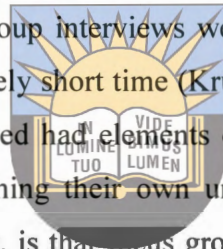


The photo shows research assistants Mr. M. Mfene and Mr. L. Walaza conducting focus group discussion with some of the Nguni cattle farmers

The underlying assumption of focus groups is that, within a permissive atmosphere which fosters a range of opinions, a more complete and revealing understanding of the issues will be obtained (Kreuger and Casey, 2000). In other words, focus groups have the ability to produce consecrated interaction of data on precisely the project. Above all, the reliance on one another's experiences and opinions are a valuable source of insight into complex behaviors and motivation (Morgan, 1997:13:15). Focus groups create a fuller, deeper understanding of the phenomenon being

studied and they stimulate spontaneous exchange of ideas, thoughts and attitudes in the “security of being in a crowd” (Kingry *et al.*, 1990:125). All the above mentioned factors motivated the choice of focus groups as a data collection method for this study.

In this research, the participants were selected randomly. Smaller groups of six to twelve community members (including farmers) were used with the intention of exploring the topic and encouraging discussions that offer a greater opportunity for people to talk. Semi-structured questions were employed to allow the group and the moderator not to deviate from the topic of study in the event of other issues or topics of interest arising. Therefore, a semi-structured approach best suits this research initiative. Similarly, one more advantage to this particular method of data collection is that focus group interviews were relatively cheap to conduct and were conducted and completed in a relatively short time (Krueger, 1994:35; De Vos, 1998:325). Focus groups or group interviews employed had elements of both participant observation and individual interviews, while also maintaining their own uniqueness as a distinctive research method (Morgan, 1997). Most importantly, is that focus groups are planned and structured, but also flexible tools (Vaughn *et al.*, 1996).



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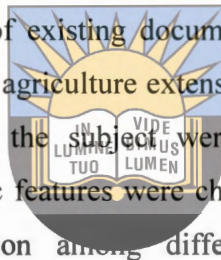
Furthermore, Kreuger and Casey (2000) list various uses of focus groups, many of which fit well with this study’s purpose. These are to elicit a range of feelings, opinions, and ideas. Also, to understand differences in perspectives, uncover and provide insight into specific factors that influence opinions and seek ideas that emerge from the group. All these merits motivated the use of focus groups in this study.

3.6.1.4 Review of Documents

The analysis of documentary sources is a major data generation method used in social research and this refers to gathering and analyzing of documents produced in the course of every day events. Text-based documents were used by this study because aspects of the social world can be traced or read through them (Mason, 2002). The research adopted a rather eclectic view of documents. Significantly, the purpose of a literature review was to establish the current state of knowledge in the field. It is therefore a significant contribution to the dissertation and was usually included in it as a prelude to the report of the empirical work (Thomas, 2004:73).

Documents also provide additional “second hand” information (secondary) based on information obtained as a result of a literature review relevant to the particular subject. In some instances the documents were viewed in a literal sense - as data itself (Thomas, 2004). In other cases, there was a need for them to be read and integrated for evidence. This unobtrusive method provided an alternative angle on the data generated through the interviewing process. The method was used because the documents existed were relevant to the research question and it was easy to gain access to them (Mason, 20002). In this project, the most important documents that were reviewed were the participatory development communication research studies, as well as the development approaches.

Additionally, a critical literature review of existing documents focusing on the participatory, development and communication issues in agriculture extension and innovation were employed. In other words, scholarships related to the subject were consulted for a comprehensive discussion. Methodologically, the systemic features were characterized, taking into account the quality and frequency of communication among different stakeholders and proposing recommendations for the strategic interventions (the Vesela Nguni and Heifer Cattle Projects) may want to develop.



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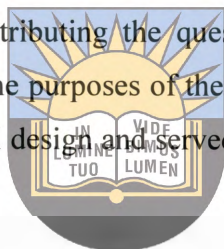
3.6.1.5 Questionnaire Survey Interview

The questionnaire included both open and closed (multiple-choice) questions (De Vos, 1998). In the context of the majority of farmers involved in the cattle projects were uneducated or unfamiliar with the questionnaire survey, this research used a combination of questionnaire and interview techniques (therefore, questionnaire interview). It applied such an approach to increase the effectiveness of the research and the quality of information. In the process, the researcher explained the question and assisted the community members (aided by the discussion of other community members) to complete the questionnaire.

The researcher employed a combination of both self-administered and hand delivered questionnaires. These methods helped to gain high response rate (100%) of questionnaires (De Vos *et al.*, 2002). In self-administered approach, questionnaires were handed to the respondents, who completed them on their own and the researcher was available to clarify in cases where

problems are experienced. When conducting self-administered questionnaire, the researcher limited the contribution on the completion of questionnaire to absolute minimum. The researcher's role was merely to encourage any respondent who might need assistance and in case where unfamiliar terminology was used. The researcher remained in the background and led respondents in understanding the questions subjectively.

In some cases where the questionnaires were delivered by hand, respondents could complete them in their own time and then the researcher would collect them again later. An appointment was made for collecting the questionnaires so that the respondents were not inconvenienced. The benefit to this is that response rates was very high (100%) as a result of the personal contact and the fact that the researcher was only distributing the questionnaires and did not bother the respondents at an inconvenient time. For the purposes of the present study, questionnaires had a distinct place in the study's methodological design and served as a useful complement or adjunct to other data-collection methods.



3.7 RECORDING DATA

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Patton (1990:348) says that a tape recorder is "indispensable" as recordings have the advantage of capturing data more faithfully than hurriedly written notes might and can make it easier for the researcher to focus on the interview. As a result of incidents that were beyond the researcher's control only a few interviews were tape recorded with the consent of participants and then transcribed later on.

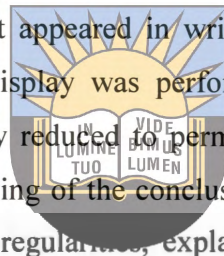
3.8 RIGOUR

The data gathered was tallied by the researcher and were encoded in the computer. A hard copy was printed to ensure that files are kept including the questionnaire responses of the sample. Frequencies were computed into percentages and then presented through graphs, tables and textual arrangements. The latter clarified the graphs and tables. The data were also interpreted to determine the causal relationships of the predetermined independent and dependent variables. Such data formed the heart of the findings of the study and indicated the applicability of the research. The research study anticipated discovering of unified results. As such, approaches utilized by the projects under study are linked to the strategy of participatory development

communication. Triangulation corrected itself through the use of the two research paradigms, establishing rigour and accuracy as the strengths and weakness of both work together (Morse *et al.*, 2002).

3.9 DATA ANALYSIS

Marshall and Rossman (1995:111) perceive data analysis as the process of bringing order, structure and meaning to the mass of data collected or generated. The study's strategy to analyze the data was largely based on the framework of Miles and Huberman (1994). Their framework for data analysis includes three components namely, data reduction, data display and drawing and verifying conclusions. Data reduction is "the process of selecting, focusing, simplifying, abstracting and transforming the data that appeared in written-up field notes and transcripts" (Miles and Huberman, 1994:10). Data display was performed to organize, compresses and assemble information, which were already reduced to permit drawing conclusions (Miles and Huberman, 1994). The drawing and verifying of the conclusion was carried out in this study to assess preliminary conclusions, patterns, regularities, explanations and flows and interpreting them as final conclusions. Quantitative data was then represented by means of descriptive statistics, which included graphs and tables (Miles and Huberman, 1994; Marshall and Rossman, 1995). Data gathered through qualitative approach (in-depth interview and observations) was carefully read and coded respectively.



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3.9.1 Qualitative Analysis

The study employs qualitative analysis the "working with data, organizing it, breaking it into manageable units, synthesizing it, searching for patterns, discovering what is important and what is to be learned and deciding what you will tell others" (Bogdan and Biklen, 1982:45). It utilized directed analysis, where primary coding starts with relevant research findings. Each transcript was coded by two research assistants' input on translation from Xhosa to English language. Any coding discrepancies were settled through consensus in full team meetings. Using the interview and focus group questions as an overall structure, text units reflecting different aspects of research utilization were selected. The text units were coded close to the original statements and the codes were then merged into five categories: (1) background information, (2) community's perspective on the project or management of the project (3) challenges and constrains, (4)

communication and participation, and (5) recommendations. The analysis was a continuous iterative process, with earlier data re-examined as the researcher deliberated over coding. The reasons for applying this method were that it emphasizes an integrated view of data and their specific contexts. It also allowed the researcher to interpret social reality in a subjective manner but with a scientific methodology. The validity of the inference was ensured by complying with a systematic coding process. It examined themes and pattern that appear or are latent in the manifest content.

Furthermore, field notes that were taken were used to ascribe quotations of statements. The interviews and group discussions were carried out in English language with the help of translators. Systematic comparison of emerging codes and categories across texts was done by the thematic content analysis. As such, Patton (1990) says that by using such method which is qualitative, research uses inductive analysis of data and meaning that the critical themes emerge out of the data. A narrative of the emerging themes was developed to meticulously explore and document the experience of farmers. Also, the research required some creativity, as Patton (1990) puts it clearly that the University of Fort Hare *Together in Excellence* data into logical, meaningful categories, to examine them in a holistic fashion and to find a way to communicate this interpretation to others. Qualitative analysis was selected in the study, because it helped the researcher to make inferences by identifying specific characteristics of messages (Miles and Huberman, 1994; Robson, 2002). Employing qualitative analysis allowed the researcher to analyze stakeholders of the Nguni and Heifer Cattle Projects' view in an interpretative manner (Mayring, 2001), relying on a critical disposition, nonnumeric analysis, inductive reasoning and covert meaning (Robson, 2002)

3.9.2 Quantitative Data Analysis

The study employed statistical data analysis. The researcher used the coding scheme in which the researcher have to first read through all questionnaires and retrieve information text that belong to categories that would be formulated. Data were then analyzed through inference of quantification models with the assistance from colleagues in the statistical department at the University of Fort Hare. The Statistical Analysis System (SAS) software from the statistics department was used to analyze data and to come up with frequency tables. In this process,

operations such as description analysis, frequencies, cross-tabulation and qualitative analysis were performed using the Statistical Programme in Social Scientists (SPSS). The tables were then used to interpret various opinions about the cattle development projects. The next part will discuss validity and reliability of the methods the study employed.

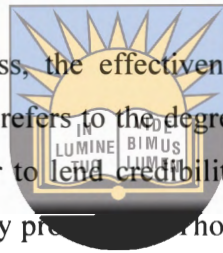
3.10 RELIABILITY AND VALIDITY OF INSTRUMENTS

Validity and reliability are the most important criteria for evaluating qualitative and quantitative instruments. The reliability of research instruments refers to the tendency toward consistency found in repeated measurements (Carmines and Zeller, 1979).

3.10.1 Validity

“Validity is concerned with the soundness, the effectiveness, of the measuring instrument” (Leedy, 2001:32). In other words, validity refers to the degree to which an instrument measures what it purports to be measuring. In order to lend credibility to the findings of this study, the researcher incorporated a variety of validity procedures. Although some would argue that validity and reliability are not the goals of qualitative approaches, there is critical discussion regarding the reliability and validity of a study (Silverman, 2000; Morse *et al.*, 2002). Qualitative researchers consider triangulation as one of the basic strategies to enhance internal validity and reliability (Jones, 1996). The purpose of triangulation is to reduce the likelihood of misinterpretation by employing various procedures (Stake, 2000).

As a result, important validity procedure employed which is integral to this study design was triangulation. Merriam (1998:204) defines triangulation as "using multiple investigators, multiple sources of data, or multiple methods to confirm the emerging findings". The researcher employed methodological triangulation (Creswell and Miller, 2000) intended to collect three forms of data such as observations, interviews and reviewing of documents. Consequently, the research employed multiple sources of data given that interviews were conducted with several participants (Creswell and Miller, 2000). Using the process of triangulation was done to seek convergence in the data and to confirm or disconfirm emerging categories and themes (Berg, 2004). As part of this process, the study employs another validity strategy, disconfirming evidence (Creswell and Miller, 2000). Themes or categories that emerged within case analysis



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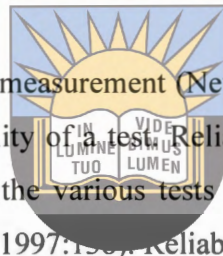
are compared across cases. If a category was not hold true across cases, it as generally deemed to be unreliable. However, the research also employed what Creswell (1998) called direct interpretation. In direct interpretation, “the researcher looks at a single instance and draws meaning from it without looking for multiple instances” (Creswell, 1998:154).

The study utilized the validity procedure of dense description when writing about the study in order to give the reader a sense of being there and to capture the essence of the experience (Creswell and Miller, 2000). This was an important feature in the study design since it gave detail of what the study had found.

3.10.2 Reliability

Reliability refers to the consistency of the measurement (Neuman, 1997; Morse *et al.*, 2002). In other terms it is a measure of reproducibility of a test. Reliability refers to the extent to which there can be certainty that, regardless of the various tests of the amount of times tested, the results would remain consistent (Neuman, 1997:156). Reliability is determined differently in the two research constructs, qualitative and quantitative, as utilized within this research design. Qualitative reliability is determined in the consistency that the interviewer or rater classifies the information over repeated measures (Morse *et al.*, 2002). In quantitative research, reliability is often measured by observing the consistency with which the same methods of data collection produce the same results.

According to Lincoln and Guba (1985:290), the constructs of internal and external validity, reliability and objectivity are inappropriate for naturalistic or qualitative inquiry. They (Lincoln and Guba, 1985:290) propose the following four alternative constructs that more accurately reflect the assumptions of the qualitative paradigm. First is credibility, in which the goal is to demonstrate that the inquiry was conducted in such a manner as to ensure that the subject was accurately identified and described. Within the parameters of the setting, population and theoretical framework, the research is deemed credible by the researcher. Second is that of transferability, in which demonstrating applicability of one set of findings to another context rests more with the researcher who makes the transfer than with the original researcher. In this study, the researcher established the theoretical parameters of the research by constantly



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referring back to the original theoretical framework and literature review to show how data generation, analysis and interpretation was guided by these constructs. Thirdly, dependability and confirmability was claimed from this study of two cases or projects (Morse *et al.*, 2002).

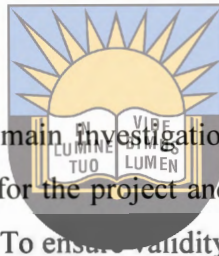
3.11 PRE-TESTING OF DATA COLLECTION INSTRUMENTS

The researcher made a field testing of instruments prior to the use of the final document. A sample of fifteen respondents was done in both South Africa and Zimbabwe using all methods related to final data collection with the exception of focus groups. Pre-testing allows for modification of the design of the questions, language, rephrasing the questions and estimation of the time for completing the questionnaire and interviews.

3.11.1 Exploratory Pilot Study

A pilot study was carried out before the main investigation, to provide an assessment of the population involved, to obtain permission for the project and to test the nature of the categories in the interview framework (Foddy, 1993). To ensure validity and reliability of the instruments in this study, a small sample of 15 people was considered from each project (Ntselamanzi in the Eastern Cape Province of South Africa and Mtambo in the Midlands Province of Zimbabwe, Heifer). The people in the pilot sample completed self-administered questionnaires and some were interviewed for the purpose of bringing mistakes and omissions to the surface. The mistakes were then rectified before the main investigation.

Carrying out a pilot, or pre-test, of the questionnaire was essential to check the clarity of items, the appropriateness of response categories for closed questions, and the instructions and layout (Cohen *et al.*, 2000). The intention was to help the researcher understand the meaning of the questionnaire items to the respondents and how they arrive at their response, in order to help improve the wording of the items (Robson, 2002). Patterns of response had also identified questions that everyone answers alike (for instance, they are unlikely to yield useful information), questions that tend to be skipped (indicating that they may need to be re-worded) and open-ended questions that result in ambiguous answers (Creswell, 2003). Robson (2002) suggests that pre-testing can first be carried out with friends and colleagues, but it is then important that a pilot is carried out using respondents who have the same characteristics as the

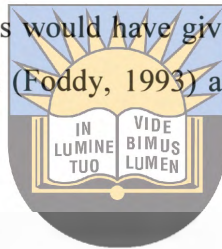


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group of interest. In general, pilot respondents are asked to answer as if they had received the questionnaire from someone they did not know and then to go through it again pointing out any perceived problems (Denzin and Lincoln, 2003). Perceived problems such as if anything other than minor changes are made; after which a further pilot should be carried out and evaluated (Robson, 2002).

On the same note, follow-up interviews with a cohort of respondents can check whether the questionnaire items measure what they are supposed to measure (Creswell, 2003). Additionally, pilot studies help to increase the trustworthiness, dependability and practicability of the questionnaire (Marshall and Rossman, 1995). Another concern that needs addressing is whether those who fail to return their questionnaires would have given the same distribution of answers as those who did return the questionnaires (Foddy, 1993) and maximizing the response rate is therefore important.



3.12 ETHICAL CONSIDERATIONS

The main ethical concerns include obtaining informed consent and avoiding deception, participants' rights to privacy and confidentiality while protecting the participants from harm and accuracy of reporting (Fontana and Frey, 2003). House (1990) summarizes these considerations by advancing the principle of mutual respect, that the researchers show a willingness to see the situation of others from their point of view. Also noted is the importance of respecting their reasons for doing things enough to find out what are those reasons (House, 1990). As such, this position, that the perspective of others' is valuable and valued, is consistent with an interpretive view of research.

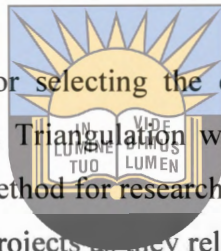
By getting informed consent for people's voluntary participation in the study, the issue of invasion of privacy was minimized because the participant "in a sense acknowledges that the right to privacy has been surrendered for that limited domain" (Bryman, 1988:483). Participants' rights to privacy also require sincere commitment on behalf of the researcher to ensure confidentiality. This is usually achieved by storing and reporting data under codes or pseudonyms (Bryman, 2004).

Participants were approached formally or informally with available media and they were invited to participate in the research. Informed consent was obtained in writing prior to each interview where necessary. All interviews were conducted in the participants' offices or places (where it was agreed) at an agreed time and lasted between 30 and 50 minutes. Some conversations were tape-recorded (with each participant's permission), and then transcribed. With the exception of few photographs that were taken with the consent of the individuals, no names were taken against the contribution of the communities. The transcripts were kept for academic use only meaning that they could be used as anonymous. Pseudonyms were used to report the findings so that the anonymity of the participants is protected.

3.13 SUMMARY

This chapter has provided the reasons for selecting the chosen methodology and how the researcher implemented this methodology. Triangulation was chosen to conduct this research because it was determined to be a useful method for researching the perceptions and experiences of Nguni and Heifer Cattle Development Projects as they relate to reliability and validity. Given that triangulation method was the use of both qualitative and quantitative techniques, the perspectives of the field results are compared and it was important to use a research method that could access those perspectives. The data were collected from three sources using four methods: in-depth interviewing (coordinators, government extension officers and farmers), focus group discussions (farmers and community members), questionnaire survey (farmers) and conducting participant observation about the operation of cattle development practice. Data were analysed inductively by interpreting the meaning of participants' perceptions as they arose. In order to make the findings of this research correct and reliable, the researcher checked and confirmed the validity of the findings with the research participants in the deductive reasoning.

The following chapter will look at data analysis and research findings. It will present the data and construct the findings into relevance and meaning. Focus was on presentation and analysis of data gathered. Graphs, charts and tables are some of the ways in which the data was presented. An analysis was done based on the data presented.



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CHAPTER 4

DATA PRESENTATION, ANALYSIS, FINDINGS AND INTERPRETATION

4.1 INTRODUCTION

This chapter deals with presentation and interpretation of the data collected from different sources through tools mentioned in the previous chapter. In this section, themes and categories that emerged from collected data and the different cases that illuminate the concept participatory development communication are presented. This chapter moves on to a presentation of the findings produced by the original qualitative and quantitative analysis conducted as part of this research project. These findings are then used to provide the foundation for the conclusions and implications discussed in the final chapter. The aim of this research is to elicit experiences, attitudes and perceptions of both Nguni and Heifer Cattle Projects' stakeholders which include, coordinators and beneficiary farmers. As said earlier, the research is based on a series of semi-structured interviews with a range of participants South African or Zimbabwean government representatives, Lutheran Development Servicers (LDS) project coordinators, farmers and four focus groups consisting of community members. The overall frequency of responses and the statistically significant differences among stakeholders will be discussed in this section.

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The first section of this chapter deals with the presentation and analysis of data from interviews. The last sections contain data presentation and analysis on which data collected from respondents are presented on simple tables and cross tabulation forms. Graphical presentations such as column diagrams, pie charts or scatter diagrams are also presented where appropriate. Analysis of data is placed underneath the respective tables.

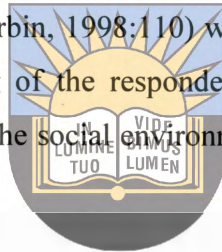
4.2 DATA PRESENTATION

4.2.1 DATA

The research used data obtained through a triangulation method applied to the surveys held in South Africa and Zimbabwe during the period of June to September 2009 as the researcher and research assistants administered the survey. The study composed of 54 respondents which composed personal interviews and focus group interviews with farmers. A total number of 42 participants were asked to complete a 5-paged questionnaire. The questionnaires were administered to a cross-section of farmers in the Eastern Cape Province (Nkonkobe community)

in South Africa and in the Midlands Province (Mazvihwa community) in Zimbabwe, consisting of questions measuring experiences and interaction of project stakeholders. All participants were asked to answer a number of open-ended questions regarding the projects.

As a supplement, observations in real-field practice were also included, to identify potential discrepancies between what people described and what actually took place in the communities studied (Pettigrew, 1990). The observations carried out in this study took place during community visits, including meetings with farmers and focus group discussions, and were conducted in different phases of project work. During the observations, write out (memos) defined as the researcher's record of analysis, thoughts, interpretations, questions, and directions for further data collection (Strauss and Corbin, 1998:110) were used frequently. Another useful method for gaining further understanding of the respondents, their personalities, beliefs and interpretations was active participation in the social environment of the local communities, such as in informal visits.



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4.2.2 Community profile

Before turning to the more detailed research results, it is important to first provide a broad, qualitative description of the communities. By analysing a community profile was created at the composition of all in-depth interview and focus group interviews, there was a need to highlight in this first part how the participants view socio-economic and political state of affairs in their community. The researcher felt that this profile is useful in understanding the views of respondents in general terms.

4.2.2.1 Eastern Cape

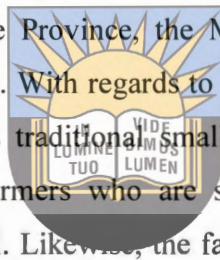
Eastern Cape Province where Nguni Cattle Development Project was first implemented is composed of mainly poor people of whom the majority of citizens survive on social grants. As such, findings showed that the majority (90%) of the farmers who participated in Nguni Cattle Project are unemployed and they are hoping that if the project succeeds, they may get income through selling of cattle. The villages are organized with having a chairman or village head that is in charge of the administration and approval of all projects related to the community. As pointed by Nguni cattle project coordinators in an interview, fifty-five communities are currently

project holders in the Eastern Cape Province and few of them have attained the 5 year contract of cattle given to them. It was due to scarcity of Nguni cattle breed which is characterized by its natural grazing survival and drought resistant qualities that the government of South Africa decided to restock the Nguni cattle. Equally important, the poor were seen to be facing difficulties after the dispossession of their Nguni breed during apartheid regime. Inequality and discrimination on political grounds is salient and most obvious are the divisions along African National Congress (ANC) and Congress of the People's party (COPE). However, interviews with citizens indicate that Christianity and the traditional believers are the most significant religions.

4.2.2.2 Midlands

In the same manner as the Eastern Cape Province, the Midlands Province is one province situated in the semi arid land of Zimbabwe. With regards to economic activity, most households are engaged in subsistence agriculture as traditional small land-holding farmers. Traditional methods used for farming classify the farmers who are still operating a largely traditional technology at little above subsistence level. Likewise, the farming activities that are carried out by citizens have both crop and livestock growing. Findings from in-depth interviews and focus group interviews indicated that other people would engage themselves with illegal gold panning from big rivers such as Runde and Ngezi to raise income. Besides, the interviews carried out with Lutheran Development Service (LDS) coordinators showed that the history of Heifer Cattle Development Project began when this (LDS) NGO started programs of giving seeds for maize, and vegetable and other horticulture crop seeds. During the process, lack of cattle in the area was realized (by LDS) after the 1992 drought which led to severe death of cattle stock in the area. Political tension or crisis during the past years marked a difficult experience to local people. Again, all participants reported that there were challenges with regards to health, education and water supply systems of the communities under study.

The United States of America dollar and the South African Rand have, however, been the two major currencies in use in the country. The move was part of efforts to achieve economic liberalisation to pull the economy out of the present challenges which unfortunately, has been received with greater challenges by the local people. All respondents reported that they were left helpless since they did not have the money (foreign currency). This is attributed to the fact that



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market forces on trade were done in foreign currency where farm produce was lowly priced. While all households own their homes, houses are austere, usually with diverse structures, no access to running water, others with stone and plaster walls, mud and cow-dung floors, and thatched roofs. Despite this privation, however, no family interviewed perceived starvation or extreme deprivation as an imminent risk. Inequality and discrimination on political grounds was silent during the time when this study was carried out. All in all, Christianity and the traditional religions were the most common.

4.3 RESULTS AND ANALYSIS

4.3.1 RESULTS FROM INTERVIEWS

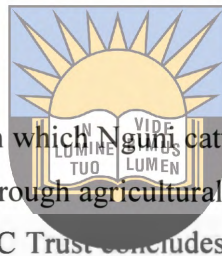
4.3.1.1 INTERVIEW RESULTS OF NGUNI CATTLE PROJECT COORDINATORS

Coordinators' view of the project's background information

In the interviews, the coordinators of the project were asked to give background information on how the Nguni Cattle Project came about. In response to the first question, both coordinators mentioned that as a result of apartheid where the majority of poor communities' livestock were dispossessed, the poor could not sustain their livelihood and the need to bring back the low cost cattle breed was realized. Expressed by both coordinators and government agricultural extension officer was a focus on Nguni breed which became the most attractive type of cattle that was initiated by the South African government board, the Industrial Development Corporation (IDC) Trust to fund an ongoing distribution of Nguni cattle to marginalized communities. The primary objective of the project was to upgrade cattle in communal areas to Nguni status through the establishment of nucleus Nguni herds. As a result, fifty-five communities in the Eastern Cape Province of South Africa have benefited. Likewise, the project was implemented in collaboration with two partners in the province which include the Provincial Department of Agriculture (PDoA) and the University of Fort Hare.

After further inquiry on the responsibility of the coordinators, it was reported that they deal with three projects namely, the Elrand farms, communities or villages (such as Nguni cattle project) and community property associations (CPA). These identified projects have more to do with

individual and community level farming activities. In supporting the choice for Nguni cattle development project, coordinators indicated that Nguni cattle breed is an 'organic' breed known for its low maintenance and also the fact that it graze naturally without need for feeding supplements. Organic breed means that the cattle can survive in naturally and with very minimum cost. In other words, the Nguni breed to have the ability to withstand the tough environmental conditions in the rural Eastern Cape and that they have an early maturity and high fertility factors. Nguni is ideal for poor farmers and communities who cannot afford expensive cattle feed because Nguni is low input (requires less feed) breed. Coordinators also noted that since communities in the province (Eastern Cape) are divided into communal, arable and grazing land, most of the people cannot sustain livestock rearing this explains their need for a breed that can survive harsh conditions.



Moreover, when asked to clarify the way in which Nguni cattle project is run, coordinators noted that communities upon their application (through agricultural extension agent) get ten heifers and two bulls (a total of twelve cattle). The IDC Trust concludes an agreement with beneficiaries on the understanding that within a period of five years, the community will be expected to bring back the cattle to the IDC Trust. The community will only keep the offspring. Similarly, coordinators mentioned that the Nguni Cattle Project can be initiated through farmers association who may apply for the project. Thereafter, the returned cattle are to be handed over to the next beneficiaries by the IDC Trust. Specifically, the animals were given to the farmers belonging to the communities under study as a loan which they are expected to return to the IDC Trust within five years. Farmers are furthermore expected to give back to the Trust, one calf of each Nguni-heifer loaned to them which will serve as a repayment.

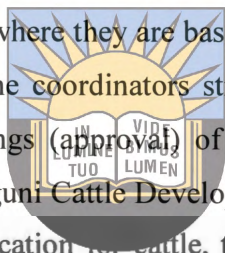
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After being asked probing questions which follow on the above explanation, coordinators expressed the fact that the Trustees comprise representatives of the three partners involved, IDC Trust, PDoA and the University of Fort Hare. When asked on how they could identify and describe the different groups composing the local community involved in the project, both coordinators and the extension officer cited that the Nguni Cattle Development Project works with the unemployed poor people. A method called community profiling is carried out to find out how groups are defined, for instance, the group can have grand beneficiaries. The IDC Trust

which collaborates with government extension officers carried out a site inspection from the Department of Agriculture and Engaged Village Committee in the process.

Coordinators' view on the management of the project

After discovering that the Department of Agriculture office plays a vital role in Nguni Cattle Development Project, an in-depth interview with a government extension agent was carried out by the researcher. When asked if they were roles played by the agricultural extension office in the project, he stated that their duty in the Nguni Cattle Development Project was to distribute such development to the local communities. They also mentioned that generally, like any other extension agent, the officer disseminate agricultural information, vaccination of livestock, and maintain heard counts in the communities where they are based. The agent only checks the cattle since they are not in the communities. The coordinators stressed that they do not accept any application that does not have the blessings (approval) of the extension officers or regional livestock coordinators. In relation to the Nguni Cattle Development Project, they added that once the Trust approves the community's application for cattle, the administration from beneficiary communities appoints a headman (manager) who coordinates the project.

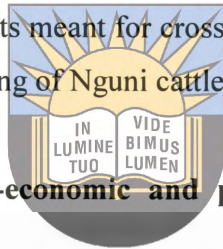


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When asked another probing question which tried to examine the way they engage with the communities, both the coordinators and extension agent agreed that they do not visit communities regularly but upon requests of a problem encountered in cattle rearing that they would visit the community. The interviewees were also asked to describe their relationship with the communities. They said that their responsibilities were to assess the situations encountered by communities, for example, assessing the increase in the numbers of group project members, number of cattle, how the cattle are kept, as well as giving advice on any problems communities may encounter. As an illustration of the objective of the project, the communities that reached five years contract from the Eastern Cape Province were Witherberg, Kwezana, Pandlwazi and Nobolotwe.

When asked if there were training given to communities in the project, interviewees stated that training of farmers was carried out at regional levels where only representatives from communities attend such workshops. They also indicated that due to limited resources, their

budget does not accommodate training of individual village members. This project depends largely on the provision of extension services, training of livestock managers and project management. For instance, only the headmen were trained in veld management and basic animal rearing practices. The headman and the chairperson work together as representative of the whole community. One coordinator said that the IDC Trust leads by an appointed chairperson, where the personnel hold meeting and seats four times a year to submit reports on the Nguni Cattle Development Project. The project was basically financed through IDC Trust. The role of IDC Trust is the funding Trust for the Nguni Cattle Project. After being asked to explain on the kind of support the project provide in terms of cattle market, the coordinators stated that currently, marketing of cattle were carried out through Nguni cattle society auctions. Also, stud markets were for pure breed and commercial markets meant for cross breed sale. Interviews reported that there was still an on-going plan for marketing of Nguni cattle breed.



Coordinators' evaluation on the socio-economic and political activities of the project beneficiary communities

A question on the communities' main socio-economic activities was asked and the interviewees reported that most of the involved communities have majority citizens' income coming from government social grants and others pensions but this had not been seen as a solution to poverty alleviation. Accordingly, high poverty levels imply a high dependency on social assistance in the form of grants. Coordinators stated that most of the communities targeted by the project are characterised by low levels of employment and a high percentage of people who are not economically active: high poverty levels and low income levels. Eventually, the high unemployment rates impact negatively on people's participation to the Nguni Cattle Project. By contrast, coordinators said that the Elrand farmers have both crop production and livestock (sheep, goats, cattle and pigs) rearing. The responses of coordinators also indicated that the prospective income for the Nguni cattle farmers comes only when five-year period elapsed. When asked if the Nguni Cattle Project could affect jobs and incomes in the village, coordinators' answer was generalised. They said that the long term anticipation is cross breed of cattle in the form of "Nucleus herd" which is drought resistant and has no supplements required. Nucleus herd refers to the stock breed formed by the number of the cattle to be distributed per

beneficiary. This breed is deemed large enough to form a nucleus herd from which the beneficiary can expand towards making the herd a profitable enterprise

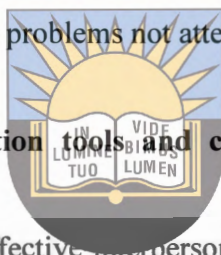
Coordinators' view on challenges and constraints of the project

Coordinators also indicated challenges related to politics, whereby the rise of COPE in the current political dispensation has affected some project members who were reportedly stopped from participating in the project. All coordinators reported having problems in different communities who were not committed to the activities of the Nguni Cattle Development Project. For example, participation of some communities was indicated as inconsistent. Further, the coordinators stated that they lack time to travel long distances to remote villages because of their busy schedule and this had resulted in some problems not attended to in good time.

Coordinators' view of the communication tools and communication employed by the project

When responding to the question on the effective interpersonal channels of communication and the institutional channels, local associations and institutions which play an important role in circulating information that are used locally by people to exchange information and points of views, and they reflected their main communication media. The coordinators said that communication tools such as cell-phones are commonly employed since almost everyone own one.

Coordinators were asked to reflect on the types of modern and traditional media that are utilised in the communities. Most importantly, their use of face-to-face interpersonal communication was highly presented as a mode of communication with the Nguni cattle farmers. Coordinators of Nguni cattle project reported that more often, formal and informal meetings are generally the way the project stakeholders communicate with each other. On the same note, the coordinators expressed that they may be formally invited in meetings with communities. As such, Nguni Cattle Project coordinators expressed that schedules appointments or meetings with communities on certain days were not effective. Sometimes they do not know beforehand that these meetings coincide with other community events, such as pension days. This results in meetings being missed or appointments not being kept by community groups. Certainly, this issue could be seen



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as a communication issue which emanates either from circumstances where inadequate communication with project participants or not asking for feedback on dates scheduled could be the cause.

Coordinators' response on recommendations to the project

The interviewees recommended that there was a need for people from various communities to formally organize themselves into cooperatives and value the Nguni Cattle Development Project. Additionally, empowerment on how markets operate and skills on farming, as well as all the technical things need to be carried out. When asked to comment on the project's use of indigenous knowledge, the coordinators claimed to have utilized indigenous knowledge such as bringing to the local people their low maintenance cost Nguni breed which has been part of the traditional cattle rearing. On the same note they all maintained that communities needed a development which specifically identify with their needs. According to interviews with coordinators there was a limitation in utilising the Nguni cattle breed. The Nguni cattle do not give much milk and advice to farmers will be that the milk should be for calves' consumption. Other benefits were limited and need for a varying breed could complement such problems. Also, the interviewees recommend that there was a need for the IDC Trust to identify groups that would benefit in relatively small proportions from the various communities and this could help in terms of cattle accountability.

4.3.1.2 INTERVIEW RESULTS OF HEIFER CATTLE PROJECT COORDINATORS

Coordinators' view of the project's background information

The coordinators of the Heifer Cattle Project were asked on how the opportunity and problem addressed by the Heifer Cattle Development Project was identified. They stated that the Lutheran Development Services (LDS) considered the problem that was experienced when most farmers lost cattle during the 1992 drought in Zimbabwe. In other words, the LDS coordinator indicated that it was a planned restocking project among different project stakeholders. Significantly, the Heifer cattle development project initially began in 1993 through dialogue meetings which led to the mobilization of people under leadership of elected community representatives. The interviewees highlighted that as a criterion of identifying the people who were liable for the development benefit, the village heads in some communities did the identification. Moreover,

they said that as a responsibility given to various communities, the local community organization was expected to organize herself and come up with a committee that selects the poorest in their particular communities. The committee is known as Community Development Committee (CDC) which is made up of seven members. Instead of giving handouts such as food, LDS strategies focused on giving things which are sustainable for long time investments. It became clearer from the interviews with coordinators that there have been very limited consultation made specifically on beneficiaries' views in the project.

Coordinators' view on the management of the project

After being asked to describe the main customs and beliefs concerning the management of the project, LDS coordinators indicated that they worked with farmers who were involved in projects that were in conjunction with government extension workers such as Master Farmer projects (MF). In general terms, the NGO (LDS) articulated that the LDS works closely with the government agents. For example, the extension workers (specializes in crop production methods) work with the veterinary services officers (specializes in livestock rearing production who are specialists in farming and animal rearing). The LDS coordinators also added that such projects relate to dam construction or maintenance, road fill programmes, and horticulture gardening projects. In these projects volunteering community members gather food for work programmes were crucial. This became the selection criteria that LDS employed when it wanted to reach the poor communities for the heifer cattle development project.



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Coordinators' evaluation on the socio-economic and political activities of the project beneficiary communities

In response to the question on the relations between factors that could hinder or positively affect the project such as its social, economic, political and administrative organization, interviewees expressed that the authority in the area had structures set during the 1994 period were responsible for governing development such as, the establishment of Videco by government. Videco was an addition responsibility given to individual personnel who would represent the community development projects alongside the traditional leaderships. Such an initiative failed to function and was abandoned as it aid to an increase in conflict between new and traditional structures. In other words, they said that power relations were so critical to development but that

since conflicts intensified leading to challenges they were abandoned. As for economic activities, coordinators reported that most communities survive by communally or subsistence farming and the coming of Heifer Cattle Development Project in the targeted groups enhanced a better livelihood programme for communities.

Coordinators' view on challenges and constraints of the project

After being asked if there were major power relations and existing or latent conflicts in the communities, all coordinators indicated that the major challenge to development is linked to system of authority given to the chairman who has various responsibilities to play. Coordinators believed that the monopoly of leadership whereby all positions are given to one person, could make it difficult to do multi tasks required for development. For example, on one hand the chairman will be the village head and on another is the councilor. The terms used to describe the ones in authority are that they occupy positions as chairman, headman or village head, councilor and coordinators. They further stated that lack of transparency and accountability among community leaders especially on funds contributed for development projects had affected the communities' development. In the interview, coordinators added that local authorities are gatekeepers at times when situations require them to maintain accountability with regard to theft and also unrecognized law and order in the community. The people in authority such as the village head would not want to listen to advice and they indicated that they were the authority in the poor marginalized areas.

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Coordinators' view of the communication tools and communication employed by the project

The interviewees were then asked about their opinion regarding the effective interpersonal channels of communication and the institutional channels such as local associations or institutions which play an important role in circulating information that are used locally by people to exchange information and points of views. In response to the question, the NGO (LDS) coordinators claimed to have used media and communications tools to create awareness of human rights issues. When asked on the way the tools were employed in the project, coordinators only presented the use of mobilization strategy which was meant to identify the poor people who affiliated themselves with community activities.

When asked about feedback in the project, the one interviewee admitted that there was no feedback opportunities from farmers, reported were only few incidents where LDS tried to engage in conflict management. It was also reported that after distribution of benefits (cattle) in any project the responsible government officers would take over the project management. With regards to the Heifer cattle, much of the work was monitored by the community, a loss or benefit was a group's responsibility. Interviews with coordinators of the Heifer Cattle Project claimed that evaluation for the project was carried out once. Accordingly, it was expressed that LDS was not responsible for communities' organizational structures but carried out initial processes in the development projects.

Coordinators' response on recommendations to the project

Interviewees were further asked to reflect on what they think could be done to improve the livelihood in this project and the response was indirectly articulated briefly on how the organisations' operation in the communities. Coordinators said that although being faced with some challenges, LDS (as a church organization) sticks to its values of being generous to the poor communities. It sources donations for these communities which are cooperatively working together in their own development and substances such as food for example, maize meal-meal or cooking oil is given as food-for-work to reward the community development volunteering stakeholders. Various projects which are carried out with the LDS include, building of dams for market gardens, borehole drilling, horticulture activities, and providing members with fencing materials and seeds (such as vegetables). Throughout the entire communities they encourage community members to participate. The projects had been regarded as effective by the coordinators for the past years yet incidences of theft in local communities such as Mapedza and Chivizina in Midlands have seriously hindered the project progress. There was lack of cooperation from community leaders who seemed to be not considering the value of such projects. As a result, the once transformed "mushroom-gardens", which appeared to be environmentally dangerous, were erected along rivers and near the dams yet LDS had given up on the project.

The coordinators stated concerns regarding a need to decentralize power in the communities and allow key stakeholders a voice. A concern mentioned by the coordinators highlighted that the

interventions made by either the state or donor agencies should incorporate sensitivity toward livelihood strategies, local resource use patterns and the power relations of local stakeholders. They further recommended that integrating development (such as Heifer cattle) initiatives with livelihood-related interventions could ensure the sustainability and effectiveness of such initiatives.

Government agents commented on the need to improve farming resources challenges faced by potential farmers in the area. Therefore, coordinators and the government's agricultural extension officer also recommended that generally all mentioned constraints must be addressed to allow other development activities to reach the poor in the communities.

4.3.2 INTERVIEW RESULTS FOR THE FARMERS



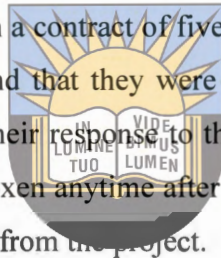
4.3.2.1 Demography of respondents

The farmers surveyed by the researcher on focus group discussions were aged between 35 and 70. Sixty percent (60%) of those interviewed were male and forty percent (40%) female and the great majority of those interviewed were married (90%) while only ten percent (10%) reported that they were not married. Seventy percent (70%) of the respondents had at least primary education, and thirty percent (30%) had no formal education with others not having education at all. Of those interviewed, only two farmers reported earning from a formal occupation (in positions where one was a teacher and another as a security guard), majority (98%) were citing that they were self-employed subsistence farmers. Only one member reported to be earning more than R1500 per month while the rest of respondents earn less than R1500 per month. In addition, most of the South African respondents indicated that they were receiving their income in form of social grants and others from pension funds, while Zimbabwean respondents reported that they work in their subsistence farms and few got income from relatives employed in urban areas.

4.3.2.1.1 RESULTS OF NGUNI CATTLE PROJECT FARMERS' IN-DEPTH INTERVIEWS

Farmers' view on background information of the project

The interviews results with famers indicated that the project began when it was introduced to the communities. The various farmers in Ngqele said in June 2005 whilst other communities mentioned the year 2004. One interviewee reported that he was not aware as to when the Nguni Cattle Development Project started but just knew that it was brought by the University of Fort Hare to his community. However, the Ncera community interviewee reported that the project of Cattle Development Project came about because of severe drought that affected the cattle in the communities. Accordingly, all respondents confirmed that ten cows or Nguni heifers and two bulls were given by Fort Hare University in a contract of five years. Again, they further admitted that they applied to receive these cattle and that they were to bring back the same number of what was given to their communities. In their response to the question of project benefits, they presented that they believed in selling the oxen anytime after 5 years period has elapsed and thus how they anticipated benefiting financially from the project.



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Farmers' evaluation on the community's perspective of the project

A question was then asked to find out the way in which the farmers' experiences with the project. In response, a number of issues were raised pertaining to the management of the Nguni Cattle Project. The conventionally implemented cattle project receive support from the project management coordinators set in place by donor organization, IDC Trust during project implementation, who continue to revisit the beneficiaries for progress monitoring and rectification of any anomalies which is not so with the development project. One interviewee from Nqlele said that the chief was the one who facilitated the access of various projects in some of the communities that were under study. Also, she added that the community appoints a person who looks after the cattle and upon agreement he is given one calf after two years. Two of the interviewees added that since the people in the Nguni Cattle Development Project were not given income then one can conclude that the project had no capacity to fight the high unemployment in the community. After the interviewee was asked about any the availability of rural development projects in the community, he stated that besides the Nguni Cattle Project, Somgxala and Mxothwa project were some of the projects that people were involved in for income generation

in Ntselamanzi community. Some communities such as Ngqele indicated that they were no political tension among community members with regard to the project related issues and added that they have projects that are run for poultry such as the Siyaphumelela and Siyakha projects which generate income for cooperatives. However, among the communities that were visited, Ncera had the most positive attitude towards the Nguni Cattle Project more than the other communities.

Farmers' view on challenges and constraints of the project

Interviewees were asked to describe the challenges and constraints in the projects. A number of issues limiting active participation of some primary stakeholders in the Nguni Cattle Development Project activities were also identified. Two interviewees cited that a major impediment to people's participation in Ntselamanzi and Lower Gqumashe respondents was poverty. The interview with one farmer from Ncera community indicated that some people were not willing to participate in the Nguni Cattle Development Project but eager for handouts.

Interviews results showed that in most communities were concerned that their involvement in Nguni Cattle Development interventions entails some costs in terms of their time, labour and resources. Because of high levels of poverty among communities of this project, most community members fail to involve themselves in development initiatives especially when such involvement requires cash contributions. A joining fee which seems not to be affordable by majority community members had been cited as one reason why some people were not willing to participate in the Nguni Cattle Development Project. Although paying of the fee was meant for the beneficiaries to make contributions towards the project and thereby instill a sense of belonging, some people remained suspicious of the project especially the fact that they were not getting money out of it.

Furthermore, all communities indicated that young people or youth have no any interest in cattle projects. Basically, in farming, the problem identified was lack of water resources especially in Ngqele community. They stated that people were involved in different conflicts which emanate from self-centered reasons, especially as was perceived to be the case with the Ntselamanzi community. The farmers also maintained that when cattle had multiplied, they anticipated selling

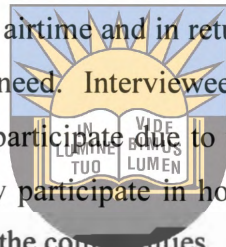
them as a community so that they could distribute the money. Again, two interviewees from Ntselamanzi and Lower Gqumashe indicated that problems such as drug and alcohol abuse were so much severe in the community's social life and this had led to laziness in participants. He added that some tension among Nguni cattle farmers were indicated to be caused by bad social lives in the community. As for Ncera, they commended that there were no clinics and people depend on mobile clinics and that this particular need was not yet addressed. Communities like Lower Gqumashe and Ntselamanzi had no women involved in the Nguni Cattle Project while other members who were reported to have joined, left.

Farmers' view on communication and participation aspects of the project

All interviewed farmers showed that the communication employed for the project was still the traditional face-to-face communication. Although they said they expected variety of communication to be used, no traditional folk media is evident in Nguni's communication strategies. Hence, communication of various needs are not achieved as desired by beneficiaries. the Nguni Cattle Project donor was trying to engage the communities who were weak in meeting the needs in vain since a Local and Traditional Communication Systems (L and TCS) are rarely taken into consideration by development agents. Besides, Local and Traditional Communication Systems refer to all organised processes of production and exchange of information managed by rural communities. For example, their tools, like traditional theatre, masks and puppets performances, tales, proverbs, riddles and songs, which should be seen as a cultural and endogenous response to different community needs for information, education, social protest and entertainment were not employed. Moreover, market and customer driven national and regional media which serve the communities under study were reported as commercialized. For that reason, the information disseminated did not meet the needs of the communities they serve. There were problems which were believed could not occur if the local media were serving in the interest of the communities for instance the use of Forte FM, the student community broadcasting radio located in Alice town. The farmers expressed that with available media they may need to get farming programmes on diseases alertness.

Moreover, due to lack of feedback platforms, people complained that they had small grazing pasture hence after four years (since 2004) at least eight Nguni cattle died. Among those dead

cattle, two or three cattle were suspected to have died of “Inyongo” (heartwater), a disease that severely affects the cattle intestines. The term “*inyongo*” is used widely to refer to the inhibited emptying of the gall bladder as a result of decreased food intake. On post mortem, the gall bladder is swollen. This can be as a result of heartwater as well as several other conditions such as gallsickness, intestinal parasites, anaemia, and intestinal disturbance. One interviewee added that statistics of the cattle population for the development project amount to twenty seven for Ngqele. It was maintained that it was the community’s responsibility to contribute money for medical treatment needed for cattle but people were not participating. This boils back to the issue of lack of clear monitoring strategies for this project. The communities reported that they would send “please call me” which are free of charge to communicate their problems to coordinators. This they do because they could not afford airtime and in return the coordinators would then call to find out the community members’ need. Interviewees also reported that majority of community members were not willing to participate due to their unsatisfactory past experience with the Nguni Cattle Project. People only participate in hope of receiving something and this had obstructed meaningful participation in the communities.



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Farmers’ view on the recommendations of the project and community needs

When farmers were asked to give recommendations on the project, they expressed suggestions on issues pertaining the project and other needs. Various needs and resources were raised as communities’ concerns for farming such as construction of dams in the area and tractors (instead of cattle farming) for the Ngqele community. Interviewees further noted that people in the community were believed to only pitch up to meetings when there are benefits. So to counter act that problem donors were urged to promote rewarding strategies, targeting those in the processes of doing something. It is imperative that the beneficiaries had no intensive relationship with the project in its early stages hence, ‘dependency syndrome’ among some community members as a result of some development agencies giving handouts. Accordingly, there was a need to involve the farmers in the planning stages of the Nguni Cattle Project. The interviews indicated that there was no feedback whenever the communities made some request and on that note the issue of follow up was to be effective since the coordinators may respond to their needs very late. A continuing dialogue between Nguni cattle providers and local actors, moderated by independent groups (Development communication practitioners), were to be effective in overcoming the

current gap among main stakeholders. Furthermore, active participation where farmers were to assume a major role in decision-making and managing, their own affairs was highlighted. As such, efforts should be made to build confidence in farmers so that they make decisions on how to solve the problems they identified. Interviewees suggest that other players such as the government and the University of Fort Hare were encouraged to have supporting roles in providing guidance, comments, advice, and training required for building the confidence of various project beneficiaries.

4.3.2.1.2 RESULTS OF HEIFER CATTLE PROJECT FARMERS' IN-DEPTH INTERVIEWS

Farmers' view on background information of the project

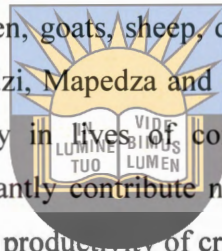
Interviews were carried out with participants (in Mazvihwa) from Mtonga, Mwedzi, Mapedza, and Gwen'ombe respectively. The researcher asked the respondents on the way in which the opportunity and problem addressed by Heifer cattle projects was realized. Two participants from Mwedzi and Mtonga communities reported that the 1992 drought was a disaster to the marginalized communities and most people lost their cattle. They further described that at that particular time, cattle were kept at one place to receive treatment and food stocks and this marked the introduction of Heifer cattle development project. In the year 1994, Oxfarm organization provided Heifers as donations through LDS which identified the communities in need. In each of the communities the beneficiaries reported having common experiences with the cattle which they received for the "pass on scheme". For instance, one Heifer was given to a group of five farmers who were to keep it for production until each group member got one cow or bull. One respondent from Gwen'ombe community indicated that historically, the project came at the time when poor people were engaging in illegal gold panning practices in the two surrounding big rivers, Runde and Ngezi. This is one reason that other people who went for gold panning could not benefit from such development project.

When asked to comment on the impact of political situation on the Heifer cattle project, one participant from Mapedza showed that the political situation was stable when the project began. There was only one political party, the Zimbabwe National Patriotic Front (ZANU PF) but later on the Movement for Democratic Change (MDC) got established. In fact, since the project

started there was no opposition party such that political tension incidences were never witnessed. Most of the development activities that came to the communities through the local authorities were namely, chief, headman (Sabhuku), councilors, agricultural extension officers and tertiary services officers. Considering the role they play in various institutions of the communities, they were the ones who could identify the beneficiaries whenever a donation or project is introduced to any community.

Farmers' evaluation on the community's perspective of the project

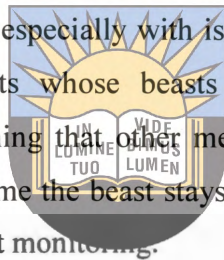
When asked to describe their perspective on the project's benefits, interviews results indicated that the vital income sources besides the Heifer cattle development project were crop farming and livestock rearing which include chicken, goats, sheep, donkeys and cattle. The majority of respondents for instance those from Mwedzi, Mapedza and Mtonga communities indicated that the Heifer cattle project reduced poverty in lives of community members who were not employed. For instance, livestock significantly contribute non-food livestock products such as draught power and manure, which enhance productivity of crop production, accounting to wealth accumulation in rural communities. Additionally, one participant from Mwedzi stated the use of cattle as a reliable store of wealth and safe investment in places where commercial banks are scarce and distant thus poorly understood and expensive to transact through and in a situation where other forms of investment (for instance, motor-cars or houses) do not promise the same level of returns. By contrast, two respondents from Mwedzi and Gwen'ombe expressed that although the Heifer was a good breed, it has some challenges. In addition, they stated that the kind of cattle breed (Heifer) was not agreed upon with the beneficiaries and many difficulties with raising such breed were only felt by recipient farmers. Although some community members identified their need for cattle, they were not consulted as to the breed type they preferred. The project should have given farmers indigenous breed because the Heifers are known to be tensional and harmful to human beings. Again, Heifer breed is not drought and disease resistant as compared to indigenous cattle breed like the 'Nguni cattle' hence, high costs of maintaining cattle were encountered by farmers.



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Farmers' view on challenges and constraints of the project

The respondents were also asked if the project make them feel proud about their abilities as farmers or not. To begin with, one participant said that the Heifers were reported as coming from an intensive type of production system and failed to abruptly adapt to the sudden change of environment into the extensive, arid area with poor grazing. He added that most death and diseases which affected Heifer cattle were such a critical challenge to most farmers. One farmer reported that the beast died on the first year of ownership and their group could not replace it. Under the participatory livestock projects the arrangement was that each beast given to a group of beneficiaries was to remain in one of the member's home until each member received a calf. Each member knew when his or her turn would come for the receipt of the calf. Management and care of the beast had to be a joint activity especially with issues such as health monitoring and supplementary feeding. Three participants whose beasts were still alive presented some dissatisfaction with the arrangement claiming that other members tend to relax and leave the whole burden with the person at whose home the beast stays. This could be attached to the lack of a clear cut system of Heifer cattle project monitoring.



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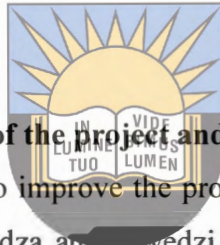
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The majority of farmers from all communities under study reported that there was lack of hospital or clinic services in the communities. Health development as an integral part of addressing the challenges faced by marginalized communities was never prioritized. In devising projects and programmes for the development of all Zimbabweans, the integration of issues and the specific challenges faced by Mazvihwa communal area were essential. The other challenge others respondents raised was that they could not afford the “new school fees structures” which were currently charged in foreign currencies. Also noted was the fact that schools were very far for young children to travel hence, some parents were forced to send their children when they were old enough to walk long distances. On social customs, the community members indicated that there were conflicts in terms of chieftainship such that it had affected other ongoing development projects and people in the communities were becoming more and more divided.

Farmers' view on communication and participation aspects of the project

Respondents were asked to describe their experience and beliefs concerning the management of the development intervention in the project. However, there were challenges reported in this

project such as, lack of people's participation in terms of payment of money contributions for the project. Notably, one respondent from Mtonga explained that other people could not participate because they did not trust the project as it originated from outsiders and they later on regretted. To solve the problem there seem to be a need to monitor activities of the project at regular basis and to do the demands of the project such as looking after the Heifer on daily basis. On the other hand, one interviewee stated that the selected project management team was not making efforts in bringing people together whenever there were issues arising among the project participants. Project monitoring was not clear and as a result farmers did not know who actually to report to with matters concerning the project. In the end the help they got was advice from the local extension agents which was usually rendered to all livestock owners within their working area during normal execution of their duties.

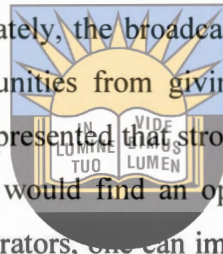


Farmers' view on the recommendations of the project and community needs

The farmers were asked to suggest ways to improve the project in raising people's livelihoods. Importantly, some participants from Mapedza and Mwedzi communities maintained that there was a need to address market related issues so that farmers would have a voice in the price charged for cattle. Other development projects carried out by Lutheran Development Services (LDS) in the area include dam construction whereby the organization was providing the construction materials, and these projects were identified to be in need of further support. The training was by the majority of respondents commended as informative since the farmers were taught to treasure and keep cattle. On recommendations, the majority of Mwedzi respondents indicated that workshops should be held to spread the knowledge about the cattle rearing and encouraging people to get involved in such projects. In suggesting respondents indicated that it was important that another group of poor people from the communities should have similar benefits to eradicate poverty. Majority of respondents from Mtonga and Gwen'ombe complained that there was lack of feedback and two-way communication in the projects strategy, hence they suggested that the coordinating or appointed project team should listen to local farmers concerns to reduce project failures. Notably, was the fact that according people depend on their cultural settings, farmers in any community have their indigenous knowledge that is necessary for their agricultural work, which is the main mode of production in the rural community. Therefore, development organizations need to recognize the significance of these local innovations and

indigenous knowledge for the enhancement of the quality of the life of the community. This would boost the communication among stakeholders. Communication strategies that seem respondents were satisfied with the meetings and to some extent use of cell-phones, although they are still with a few individuals. As such, these can assist in stakeholder sharing information.

One respondent from Mwedzi community mentioned that radio should be used to mobilize communities before the project begins to avoid dictatorship and misleading where those in authorities may hide to communities some essential information needed by project stakeholders and could abuse the project benefits. He added that in their community, radio is the main channel of communication used by poor people and normally people gather together at one place since majority of them have no radio. Unfortunately, the broadcasting is national and only one way communication exists limiting the communities from giving feedback or any other form of participation. Most importantly, he further presented that strong contact with the media would be important to the farmers, because as one would find an opportunity when he or she goes in contacts with politicians and even administrators, one can implement whatever is of interest and can have the best intentions. But if the farmers do not get media, they do not get attention thus, it will be unlikely for them to get an opportunity for funding.



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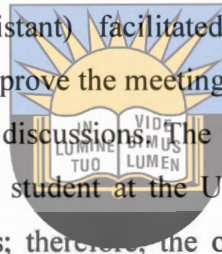
4.3.3 AN ANALYSIS OF RESULTS FROM FOCUS GROUP DISCUSSION INTERVIEWS

Focus group participants were recruited among community groups that were visited or by contacting people who had expressed an interest when completing the questionnaire. The focus group discussions provided the researcher the opportunity to get small group responses to questions posed by a facilitator and to observe the level of agreement on particular topics. Forty-four people attended 5 focus groups sessions, of which seventy percent (70%) of the participants were male and thirty percent (30%) female for Nguni project while seventy-two percent (72%) were female and twenty-eight percent (28%) were male for Heifer project. Ages also ranged from under 35 to over 70 years. In fact, five focus groups were held with a variety of community groups and some local residents involved who did not benefit from either Nguni or Heifer Cattle Project. Three focus groups were for Nguni cattle farmers and two focus groups were held to discuss the Heifer cattle project.

Generally, the findings disclose that none of the two projects integrates PDC to the extent of involving the beneficiaries in the design of the project. In both of these two projects, the beneficiaries participate only in the implementation of the activities—a kind of participatory diffusion.

4.3.3.1 NGUNI CATTLE PROJECTS FOCUS GROUP DISCUSSIONS RESULTS

A total number of 24 participants participated in three focus group composed of 8 members. A number of issues emerged during discussions. It is however, important to note that the focus discussions were not meant to reach consensus. The focus group discussions which were held in the native language (Xhosa) were summaries and then translated into English. An external moderator (researcher or research assistant) facilitated the discussions. However, the interruptions of the interpreter served to improve the meeting by requiring one person to speak at a time, eliminating the occurrence of side discussions. The transcripts of these interviews were reviewed by a third year Xhosa speaking student at the University of Fort Hare. Corrections consisted of only minor wording changes; therefore, the original transcript was used for the analysis of this study.



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There was great similarity across groups in how the project got started. All groups believed that the project came around the period between 2004 on ward but they were not aware how the opportunity and problem was observed. For example, as stated by the respondents the project was brought to the communities by University of Fort Hare. Communities that were visited include, Ntselamanzi, Ngqele, Lower Gqumashe, Ncera and Ngqeleni. The Ngqele community indicated that it started in the year 2005 when it was brought by Fort Hare University while Ncera mentioned that it received cattle in 2004.

Respondents' view of the project benefits

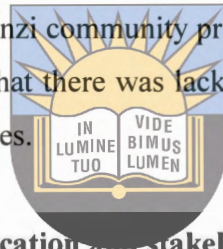
Focus group participants were also asked to discuss their benefit in project utilisation experiences, and to provide examples of this utilisation. Most of the examples provided related to project utilisation in general and/or instrumental project utilisation. All respondents noted that there was no immediate effect or benefit from the project. They see no solution which has been provided by Nguni Cattle Development farming practices since the given five year contract

period to the poor people is very long and would allow too many community members to join the project. For instance, the Lower Gqumashe community focus group interview maintained that they just have faith in five year period when the community would take over the project for themselves. Again, the participants expressed that they were no other partnerships with other agencies working on the same problem.

Few members of the focus group in Lower Gqumashe reported that there were few advantages of Nguni Cattle Project and the only cited strength include skills in rearing cattle. When asked whether the Nguni Cattle Project was meeting their needs, the majority of respondents viewed that it was not yet clear because they had to wait for a long time. All members agreed that cattle were often one of the most important sources of cash income for the highly unemployed poor households. Reporting on their overall view of the project all members felt that the project was relatively good in the sense that they anticipate it as a source of income. By contrast, some participants felt that the challenges relates to lack of cooperation among farmers and Fort Hare University. In particular, people were reported as uninterested and uncommitted, for example in the Ngqele community. Most of the participants from Ngqele, with the exception of a few, indicated a need for or interest in land issues to be addressed. The community had their suggestion denied by the University of Fort Hare and still felt the land issues suggestion had an important role to play in this project. They added that the land was too small for cattle grazing. A challenge in Ntselamanzi community relates to the joining fee which was not afforded by everyone for instance, membership fee of R200 was not afforded by every community member. Notably, this created a situation where others join late when the five year is just reached yet others would feel that it was unfair because over the years they would have been part of the ongoing work of keeping cattle. Accordingly, farmers contributed money towards the cattle medicine (drugs) so as to impact sense of belonging and ownership. The region of Lower Gqumashe group said that this project seem not to be clear to most community members, hence only a few of them participated in the project.

Participants unanimously stated a variety of constraints that impact negatively on cattle production and productivity must be addressed if substantial growth is to be achieved for the Nguni Cattle Project. These constraints fall under three main categories, which include: technical

constraints; policy and institutional constraints; and specific agro-ecological zone related constraints. Ngqele participants reported that their land is also too small for grazing. Ncera and Ngqele participants said that they needed more cows since the ones they had produced bulls hence, resembling lack of multiplicity on cattle population. Some participants maintained that public, government-operated veterinary services have shown their limitations in providing the comprehensive animal health services needed for Nguni Cattle Development, mostly because of issues related to under-funding. Consequently, two members added that this has led to weak implementation of programmes for disease surveillance and vaccine production, and inadequate control measures for epidemic disease for example, the case in Lower Gqumashe. Ntselamanzi participants reported that individuals and community's cattle were dying with red leg diseases. For instance, what had worked in Ntselamanzi community projects was horticulture or gardening irrigation projects. Other members stated that there was lack of treatment for the cattle and that they were in need of more financial resources.



Respondents' evaluation of the communication and stakeholder interactions in the project

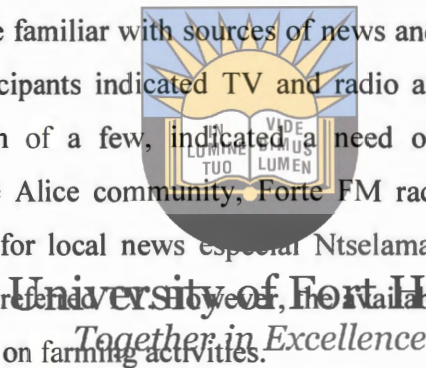
A few participants reported that they were not being respected when meetings are held. Besides, meetings and few workshops or training were not open for everyone at district levels. In terms of building relationships between people and families that are involved in the Nguni Cattle Development Project, some participants suggested a need to improve communication and consistency in the coordination done by the University of Fort Hare. Additionally, effective feedback and elimination of gate-keeping was one area that was identified which needs to be improved in the project. These aspects need further engagement so that valuing of indigenous ideas or community opinions is maintained.

It is apparent that farmers who participated in the focus group discussions described their relationships within the project as accompanied with tension. Accordingly, people in the community had conflicts and were not committed to the project terms. Ncera interviewee reported that community members were committed and believed that the project belonged to the community. Additionally, the majority were positive about the project indicating that they were very much impressed to be part of it. By contrast, improvements were needed for resources shortage, finances for project, land (Ngqele), getting regular evaluation and monitoring of

project. Also, the University of Fort Hare was encouraged to respond to the needs of the communities for example, replacement of bulls with cow which enhances cattle production in Ncera, and cattle vaccination improvement in Lower Gqumashe community. However, 50% of the participants considered that community participation can only improve if the University of Fort Hare make people aware about the importance of the project to the rest of community members and make the approaches taken to villages visible. Also, evaluation of the project should be consistent. Finally, majority cited that there was a need to employ other means of communication such as use of mass media which can reach many people.

Respondents' view of their sources of news and information

Although some participants were familiar with sources of news and information media available in the communities, many participants indicated TV and radio as major sources. Most of the participants, with the exception of a few, indicated a need or interest in receiving more information on healthy. For the Alice community, Forte FM radio station and *Idike lethu*, a newspaper that reaches people for local news especially Ntselamanzi community. Most of the participants indicated that they preferred, however, the available local media do not provide the community with information on farming activities.



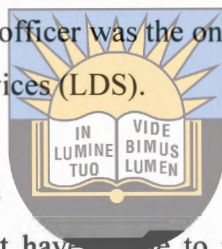
In conclusion, the Nguni cattle project has been initiated by the government Trust which is a top-down method and there is limited consultation before the planning and implementation of this project. Although the coordinators indicated some pre-testing and inspection methods, there seem to be not effective methods in winning people' participation in Nguni Cattle Project. Lack of feedback as reported in the above explanation is as a results of one-way communication which give authority to the donor provider. Exclusion of the beneficiaries in making decision is evident by lack of commitment and neglect of some community members who left the project.

4.3.3.2 HEIFER CATTLE PROJECT FOCUS GROUP DISCUSSIONS RESULTS

Two focus groups with a total number of 20 participants were conducted with one having eight, another with twelve of the members who were volunteers. A number of issues emerged during discussions. It is however, important to note that focus group discussions were not meant to reach consensus. The most of the focus group discussions were held in the native language

(Shona) and then summaries were also translated into English. As an external moderator, the researcher facilitated the discussions.

The general consensus of the focus group discussions were that the problem of 1992 drought which killed a lot of stock heads in the area was the major factor which they suggest to be the reason for the project of Heifer cattle. Some participants maintained that the project was an idea brought by the government extension officer (in Shona 'Mdumeni') who realized that the majority of the farmers he was training were lagging behind in terms of farming. As a result, an opportunity arose when the Heifer cattle development programme came about in 1994 in which those Master Farmers (MF) who had no cattle for farming benefited. It was basically unanimously agreed fact that the extension officer was the one behind the decision of this project as entrusted by Lutheran Development Services (LDS).



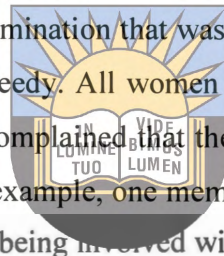
Respondents' view of the project benefits

When asked whether Heifer Cattle Project have a role to play in providing development for parents and the community, the participants unanimously responded 'yes'. They reported that Heifer cattle project is one of the most successful projects in the local community and is regarded to be the most important in the process of development. One farmer commented that a clear testimony that the project is helpful is based on observation of the number of poor people who were now better off than before the initiative was implemented. Another member of the group blamed herself saying that she wished if she had completed the master farmer course training for her to qualify for the benefit of Heifer cattle project. On the question of available partnerships, four participants indicated that there was Agritex, a government agent which was dealing specifically with veterinary services. Accordingly, this agent helped in training of farmers in the stocking of cattle.

Several participants also reported that this project seemed to be a "once off" programme but had several projects that have been generated through it. As such, they paid attention to the fact that the other project initiators learnt from the way Heifer Cattle Project had been conducted and then improved from its areas of weakness. When asked on the challenges and strength of Heifer Cattle Project two-fold answers were reported. On one hand, those who fortunately succeeded to have

in the cow grows got rewarded while other who failed to keep the cow could not benefit anything. All focus group members agreed that for those who were fortunate, the cows were productive resources to people living in rural area where no other source of income is available to raise their livelihood. By means of an example, one focus group member further admitted that in a cow one is guaranteed of benefiting in getting milk, manure from its dung (reducing demand for expensive fertilizer use) and income from selling (which help one to meet his or her needs). Some members also suggested that the needs vary from one person to another such include, payment of school fees, food purchasing, clothing, transport, housing and payment of lobola.

Moreover, most participants indicated that the project was most effective except few incidents where other members commented on discrimination that was done by leaders and conflict which resulted from other members who were greedy. All women in the project were less privileged, and the female participants unanimously complained that they were victims of man domination and dictatorship in the Heifer Project. For example, one member mentioned that she experienced a situation where a man took advantage of being involved with a woman and broke agreed terms of distribution which left her helpless. Also, none of the participants had an idea that was considered by Heifer Cattle Project coordinators or LDS.



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One participant reported that she was able to assist another poor family is farming with her heard of cattle. Therefore, she applauds such a project to the community since she was able to share with the poor. She said that she demonstrated generosity after benefiting from what she termed “a start of life”. However, economic challenges in the country had buried hope for farming. The majority of participants complained on the use of foreign currency (in year 2009) which they commented as disturbing their agricultural produce prices in the market and that they were informal structures in the system. Besides the above mentioned challenge which directly affects the project, at least half of the respondents indicated that farmers could not afford purchasing of treatment needed for their cattle. Majority of participants (farmers) reported that they do not have access to the new adopted foreign currencies. One member specified that buying in United States dollars which is the currency in use will now cost him US\$100 a small cow which was selling for US\$350. There is no formal market as it was before inflation could hit the country’s currency, the Zimbabwean dollar. Further, all participants mentioned that due to lack of treatment of sick

cattle many died. Four participants added that there were success stories in projects that were being run for horticulture and cattle distribution. All focus group participants admitted that in spite of the current challenges in the economy, farmers still apply the knowledge they have learnt in the past years for their various farming activities, to fight poverty. In recent years, the introductions of the project “dig and eat” (‘dhiga udye’ in Shona) has been appreciated by farmers. At least half of the participants proclaim that they believe there is no excuse when someone does not have cattle for ploughing since they can use the hoe or hand methods.

Respondents’ evaluation of the communication and stakeholder interactions in the project

All members mentioned that there was lack of feedback and effective follow-up on the project. Half of the participants reported that the distribution of Heifer Cattle Project was never transparent to every farmer as others preferred to have a single cow per individual to avoid inequality. Five members indicated that because of lack of follow up on the project, cows died immediately and they were never replaced them. Further, some participants complained that they were given “already dead” Heifers and could not do anything since there was no room for them to negotiate for a healthy one. One farmer stated the fact that the community leadership was corrupt when dealing with project related issues, although he personally anticipated receiving of benefits he was hindered to access the benefits. As mentioned by one farmer, gate-keeping was one of the challenges of the Heifer Cattle Project.

Respondents’ view of their sources of news and information

On the question related to sources of news and information, majority of focus group members indicated that they made use of both formal and informal sources. In this regard, the local channel radio which is affordable by a few people would be shared in group listening in some communities. Only one participant mentioned that she owns a television whilst the rest of members depend on few better off neighbouring households who would inform them on the current affairs. Newspaper and magazines were unanimously indicated as not used by the community member because of the prices. Most importantly, some participants highlighted that their leaders were the local sources of information with regards to farming activities and development interventions in their communities.

To sum up, the focus groups expressed mixed feelings about the Heifer cattle project beneficiaries. Most of the participants acknowledge that the project was important. There project was planned and without the involvement of grassroots community. Communication was generally one-way, (from the experts to the beneficiaries) without platforms for feedbacks. In spite of the above statement, farmers believed that cattle offered by LDS transformed many people's lives.

4.3.4 ANALYSIS OF RESULTS FROM QUESTIONNAIRE SURVEY

The main body of the questionnaire used in all surveys was divided into main sections covering the principal topic areas of the research which include personal information; objectives; attitudes, perceptions, needs and constraints; participation and structured communication strategies; communication and information exchange mechanisms on the project; and possible recommendations and solutions needed for the project farmers. The questions were mainly structured with pre-set response in some categories, although some were open-ended. These structured questions were meant to determine relationships between personal characteristics of respondents and the way they participate in the rural development projects (Nguni and Heifer Cattle Projects). It was understood that in the collection of data with this questionnaire method, it is necessary to include some general questions which are meant to investigate factors based on Bessette's (2004) 10 logical steps in his PDC model. Such factors include the question on financial status which is seen as being vital to discover what defines the various groups involved in the project. These questions are stated as critical in addressing the flow of the development projects under study.

4.3.4.1 RESPONDENTS' PROFILE

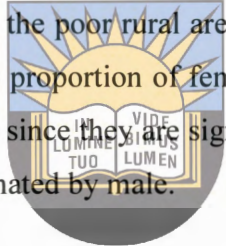
Demographic distribution of questionnaire respondents

Respondents were asked questions that sought to ascertain personal information such as their age, marital status, nationality, field of occupation and educational attainment. The total survey sample consisted of 42 farmers who completed the questionnaires in both South Africa (27 for Nguni Cattle Project) and Zimbabwe (15 for Heifer cattle project). Basing on the fact that the researcher selected 27 respondents from Nguni Cattle Project and 15 respondents from Heifer Cattle Project to complete the questionnaires, it should be noted that the number of Nguni Cattle

Project is spread to almost every community in the Eastern Cape Province. By contrast, the Heifer cattle project is spread around few poor farmers in the Midlands Province who had benefited. Therefore, the population substantiates the reason for the number of people in which this study defined as a sample size.

Gender Analysis of respondents

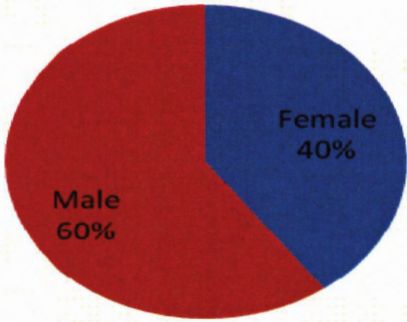
Questionnaires were completed, of which all participants indicated their gender, where 18 (66.67%) of the respondents were male and 9 (33.33%) respondents were female from Nguni Cattle Project. On the other hand, Heifer cattle respondents had 7 (46.67%) male and 8 (53.33%) of the respondents were female. The bias in favour of female farmers could be due to the fact that the Heifer cattle project surveyed is in the poor rural areas where the disadvantaged groups live and are therefore likely to have a high proportion of female farmers. On the other hand, in the Nguni Cattle Project the male dominate since they are signs of lack of empowerment in most rural areas and most communities are dominated by male.



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The gender split of the farmers covered by the questionnaire survey were 25 (60%) male and 17 (40%) which were female from both Nguni and Heifer Cattle Projects as indicated on **figure 4.1** below.

Figure 4.1: Gender composition of questionnaire respondents



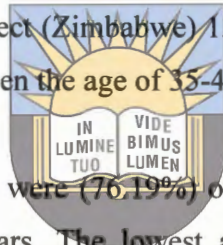
A possible explanation could be the fact that these male dominated projects might be minor such that female could take an active roles in major projects.

Age distribution of respondents

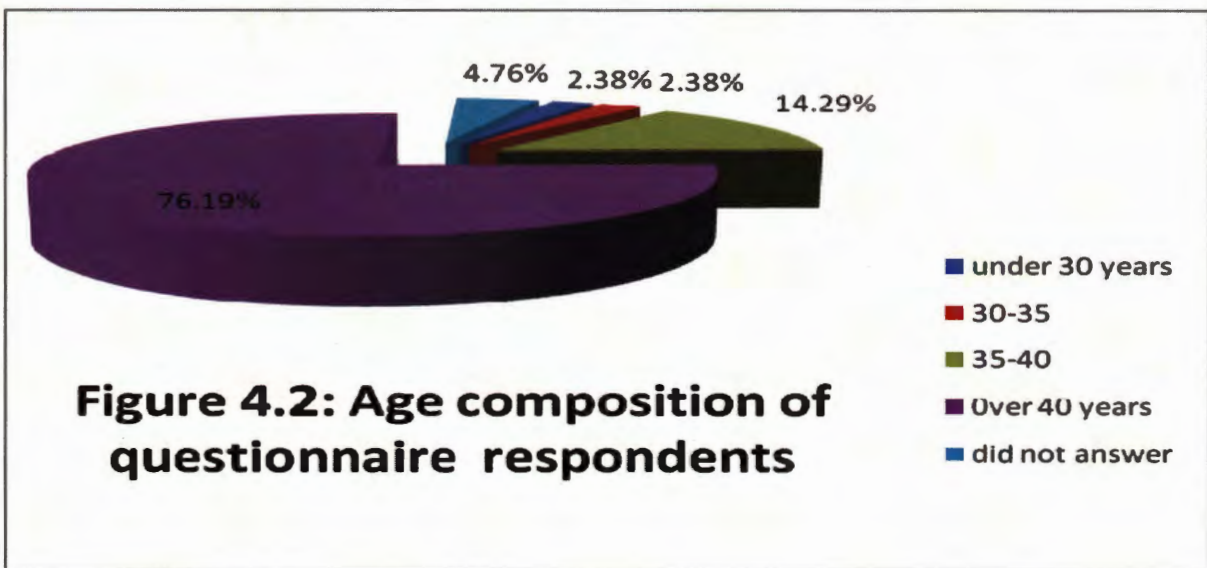
Ages ranged from 35 to over 40 years whereby majority of respondents were over forty years.

Regarding age group, data obtained from Nguni Cattle Project (South Africa) indicates that 19 (70.37%) is the highest number of respondents which were over forty years, 4 (14.81%) of the respondents were between 35-40 years, 2 (7.41%) of the respondents did not answer, 1 (3.70%) respondent was between 30-35 years and 1 (3.70%) respondent was under 30 years of age. On the other hand, from the Heifer Cattle Project (Zimbabwe) 13 (86.67%) of the respondents were over 40 years while 2 (13.33%) were between the age of 35-40 years.

From both projects most respondents (32) were (76.19%) over 40 years of age, followed by 6 (14.29%) which were between 35-40 years. The lowest age group consisted of 2 (4.76%) respondents which were under 30 years and between the age of 30-35 years and 2 (4.76%) of the respondents did not answer (see Figure 4.2).



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In this regard, majority of the farmers were over 40 years since most of farming activities were carried out by the elderly or adults.

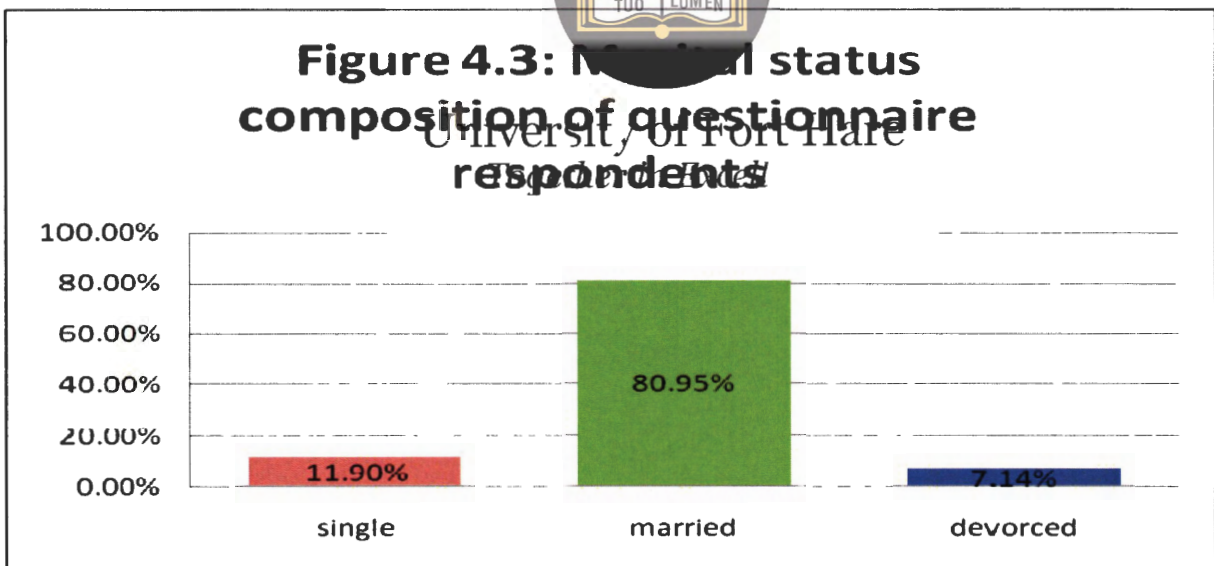
Marital Status Analysis of respondents

Responses demonstrated that from Nguni Cattle Project (South Africa) 22 (81.48%) of the respondents were single, 5 (18.52%) were not married while Heifer Cattle Project (Zimbabwe) respondents showed that 12 (80%) were married and 2 (20%) of the respondents were single (widowed).

Majority (34) of the respondents (80.95% see Figure 4.3) indicated that they were married this shows that they were households who take responsibilities, followed by 5 (11.90%) which were single and 3 (7.14%) of the respondents were divorced.



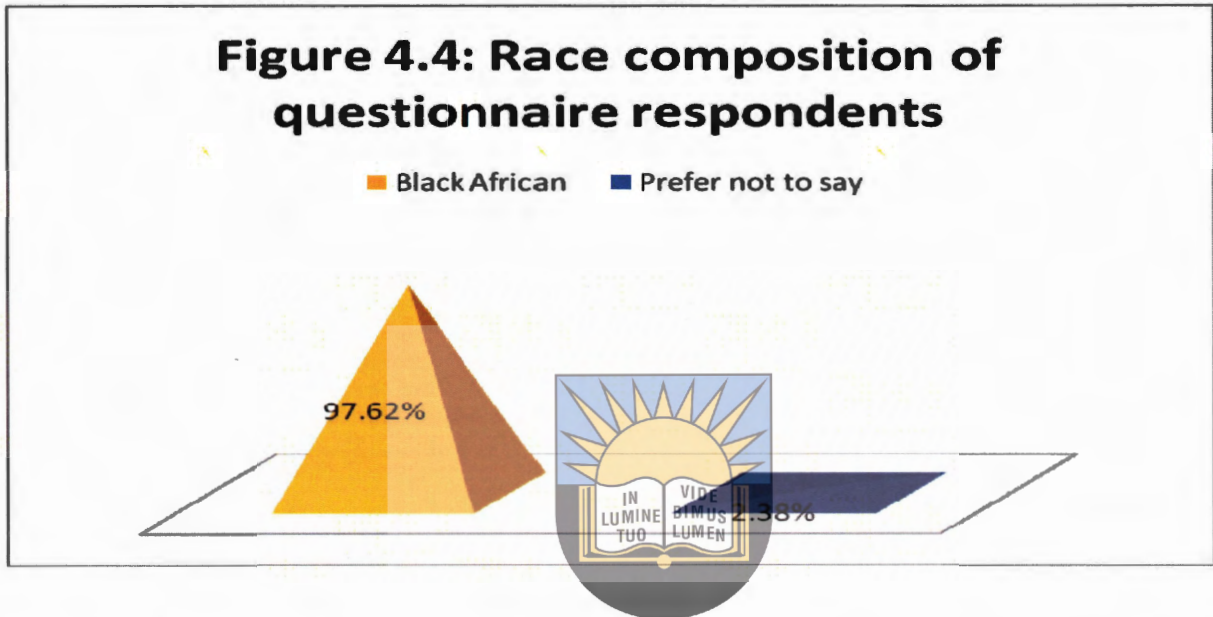
Figure 4.3: Marital status composition of questionnaire respondents



Race Analysis of respondents

With regards to race for Nguni Cattle Project (South Africa) almost all respondents (26; 96.30%) were black (African) with the exception of 1 (3.70%) who preferred not to say. On the other side, from Heifer Cattle Project (Zimbabwe) all 15 (100%) respondents reported that they were black (African).

Consequently, both projects revealed that 41 (97.62%) of the respondents were black (African) while 1 (2.38%) respondent preferred not to say (see **Figure 4.4**).



This clearly shows that the agricultural development projects were meant for the disadvantaged race from the two provinces (Eastern Cape of South Africa and Midlands of Zimbabwe) under study.

Nationality of respondents

The respondents were asked to write on their nationality. This question was meant to investigate the national status of all participants in particular projects so that relationships may be derived in case the possibility of not citizen to a particular nation was found. However, all respondents indicated that they belong to the native countries where 27 (64.29%) of the respondents from Nguni Cattle Project indicated South Africa and 15 (35.71%) of Heifer Cattle Project respondents showed that they were Zimbabweans.

Education analysis of respondents

Education levels were identified as follows for the highest respondents, Nguni Cattle Project (South Africa) had 13 (48.15%) of the respondents with secondary education, 9 (33.33%) of the respondents who had primary education, 2 (7.41%) of the respondents indicated that they had no

education, 2 (7.41%) had reached college and university and the lowest was 1 (3.70%) respondent who preferred not to answer. In Heifer Cattle Project (Zimbabwe) they were 5 (33.33%) of the respondents who had primary education, 4 (26.67%) respondents who had secondary education, 4 (26.67%) of the respondents were the ones who had no education, college had 1 (6.67%) respondent and similarly 1 (6.67%) respondent had university education.

From combined projects with regard to levels of education, survey results indicate that most respondents which were 17 (40.48%) of the respondents had secondary education, 14 (33.33%) respondents had at least primary education, and 4 (9.52%) of the respondents had obtained tertiary education at college or university (see **Figure 4.5**). Six (6; 14.29%) of the respondents had no schooling at all, while 1 (2.38%) respondent did not answer.

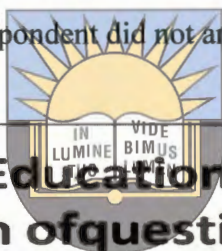


Figure 4.5: Educational Level composition of questionnaire Respondents

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Reflecting on these results, a significant number of the respondents therefore had obtained only basic education. As such, poverty traps are evident in these two provinces (Nguni Cattle Project in Eastern Cape Province and Heifer Cattle Project in Midlands Province) of both South Africa and Zimbabwe as vicious circles of causation that lead to persistence of poverty. For example, lack of education lead to low levels of lifetime income, while low incomes and low income earning opportunities make education unattractive to most of the people in the rural areas (Elbers *et al.*, 2005).

Employment status analysis of respondents

Results demonstrated that 10 (37.04%) of the respondents from Nguni Cattle Project (South Africa) characterised themselves as self-employed, only 9 (33.33%) of the respondents were in fulltime, part-time and casual occupations, 8 (29.63%) of the respondents did not answer. Alternatively, 11 (73.33%) of respondents from Heifer Cattle Project (Zimbabwe) characterised their employment status as self-employed, 2 (13.33%) respondents as casual, 2 (13.33%) of the respondents as fulltime and part-time occupations.

In terms of employment of both projects, results indicated that 21 (50%) of the respondents were self-employed, followed by 8 (19.05%) of those not working, casual had 5 (11.90%) of the respondents, 4 (9.52%) for full-time occupations and 4 (9.52%) for part-time employment status (see Figure 4.6).

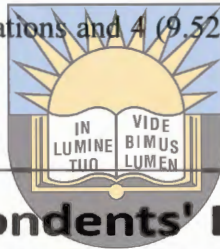
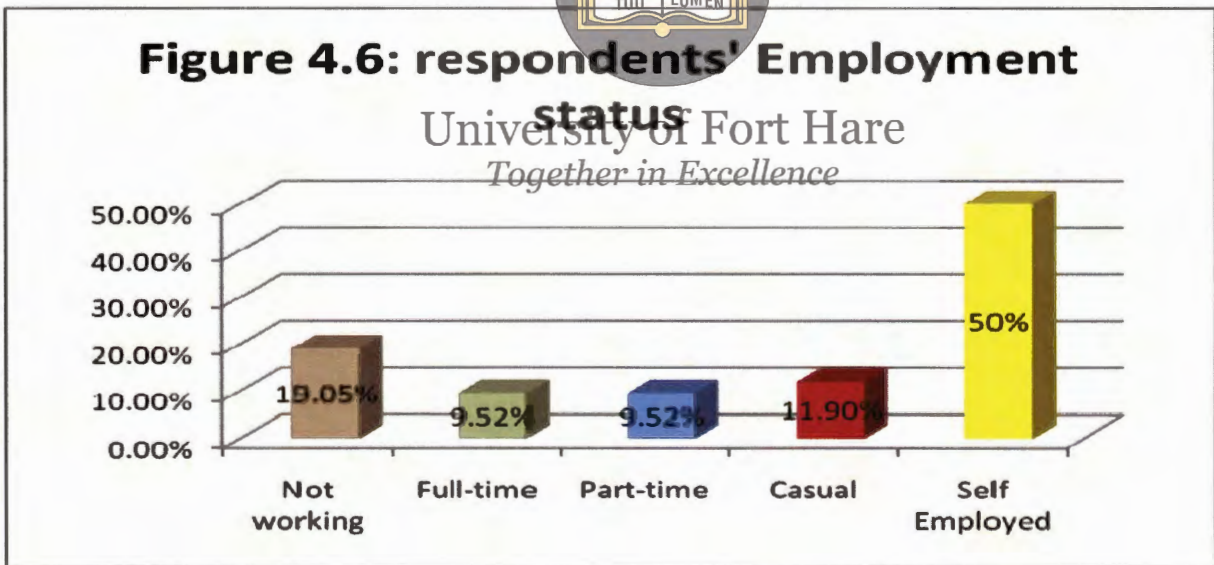


Figure 4.6: respondents' Employment status

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Evidently, the single largest occupation status of the respondents in these two projects was that of self employment. Half (50%) of the respondents indicated that they were self-employed with others (19%) not working (see Figure 4.6). This clearly indicates that the two projects targeted marginalized people who are unemployed and regions with high unemployment rate. This dominance of elementary and other low level casual occupations is testimony to the low skills base of the areas under study. This is aggravated by an absence of tertiary educational

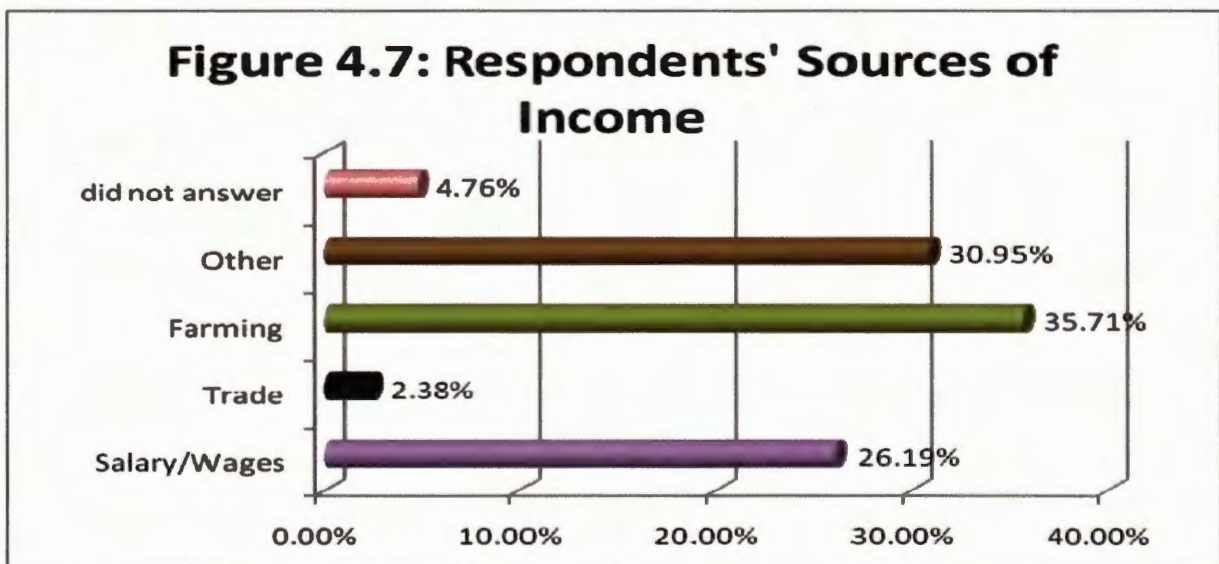
institutions which contribute significantly to the low levels of full-time employment status in the communities under study.

Income sources of respondents

Comparatively, when asked about the income sources almost half (13; 48.15%) of the respondents from Nguni Cattle Project indicated other sources, 8 (29.63%) get their incomes in form of their salary or wages, 3 (11.11%) of the respondents indicated that they were engaging in trade to raise their income, 2 (7.41%) of the respondents did not answer, 1 (3.70%) respondent mentioned farming as the source of income. On the other side, 12 (80%) of the respondents from Heifer Cattle Project stated farming as the source of income and 3 (20%) others were getting it through their salary or wage.



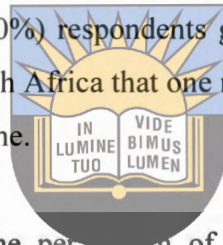
As shown by respondents of the Nguni and Heifer Cattle Projects (South Africa and Zimbabwe see **Figure 4.7**), the question regarding sources of income, farming amounted to 15 (35.71%) of the respondents. This is closely followed by 13 (30.95%) of the respondents which indicated other means (which include social grants and relatives), 26.19% of the respondents get income in form of their salary or wages, 2.38% respondent indicated that the source of income was through trade, and lastly 2 (4.76%) respondents were those who did not to answer.



In other words, as shown in **Figure 4.7**, farming is of much priority to the respondents of both South Africans and Zimbabweans, while some got money from variety of sources that are not reliable. This is clearly a sign that the poverty levels in the two provinces (Nguni Cattle Project, Eastern Cape Province and Heifer Cattle Project, Midlands Province) are extremely resided by poor citizens.

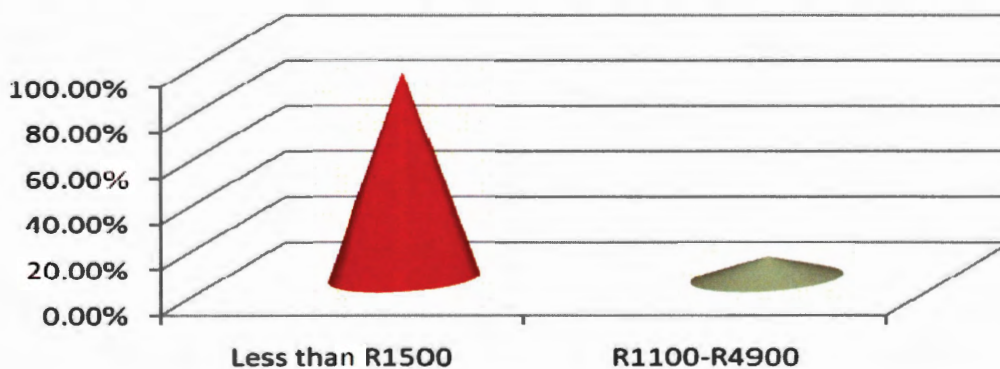
Respondents' view on their month income

On the same note, respondents were asked to categorize their monthly income, 23 (85.19%) of the respondents indicated less than R1500 per month, only 4 (14.81%) respondents marked between R1100-R4900 income per month from Nguni Cattle Project (South Africa) while Heifer Cattle Project (Zimbabwe) had all 15 (100%) respondents getting less than R1500 per month. These results indicate that it is only in South Africa that one respondent earned more than R1500 while the rest are below poverty deterred line.



Regarding respondents' amount of income per month of two projects, 38 (90.48%) of the respondents were on less than R1500 per month category and the other few (4; 9.52%) respondents which were between R1100-R4900 income per month. In other words, majority of the citizens from the two countries (Nguni and Heifer Cattle Projects) are very poor (see **Figure 4.8**) and cannot afford basic needs.

Figure 4.8: Respondents' view on their Income Amount per month

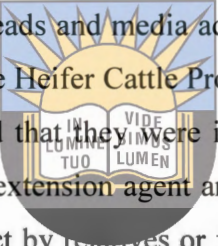


The above results indicate that the poor communities will fail in sustaining the projects financially. Interestingly, it can be deduced that a lack of suitable higher level sources of income is a significant contributory factor to the low income amount per month and education levels in the two countries under study.

4.3.4.2 RESPONDENTS' KNOWLEDGE OF THE PROJECT DESIGN

Respondents' view on the project awareness

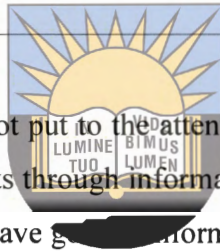
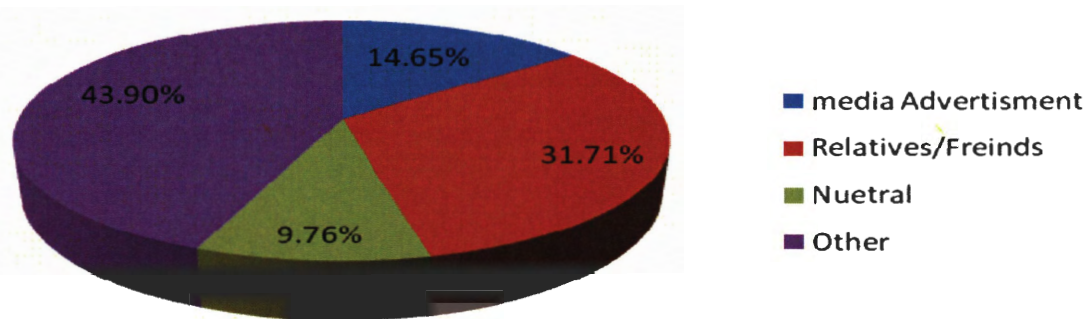
The respondents were then asked on how they became aware of the project. On awareness, responses from Nguni Cattle Project (South Africa) indicated that 11 (42.31%) of respondents heard from relatives or friends, of which 12 (46.16%) had other means noted as project coordinators, extension agent and village heads and media advertisement and 3 (11.54%) of the respondents preferred neutral. Additionally, the Heifer Cattle Project (Zimbabwe) respondents were as follows, 12 (80%) respondents indicated that they were informed about the project through other means noted as project coordinators, extension agent and village heads, 2 (13.33%) of the respondents were informed about the project by relatives or friends while 1 (6.67%) respondent was neutral.



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Respondents in both South Africa and Zimbabwe (see **Figure 4.9**), the highest selections were 18 (43.90%) of the respondents who got to be aware of the on project through other sources noted as project coordinators, extension agent and village heads followed by 13 (31.71%) of the respondents who indicated that they were informed about the project by their relatives or friends. Six (6; 14.65%) of the respondents indicated that they got to know about the Nguni and Heifer Cattle Development Projects from their use of media or advertisements and 4 (9.76%) of respondents were neutral.

Figure 4.9: Respondents' Awareness of the project



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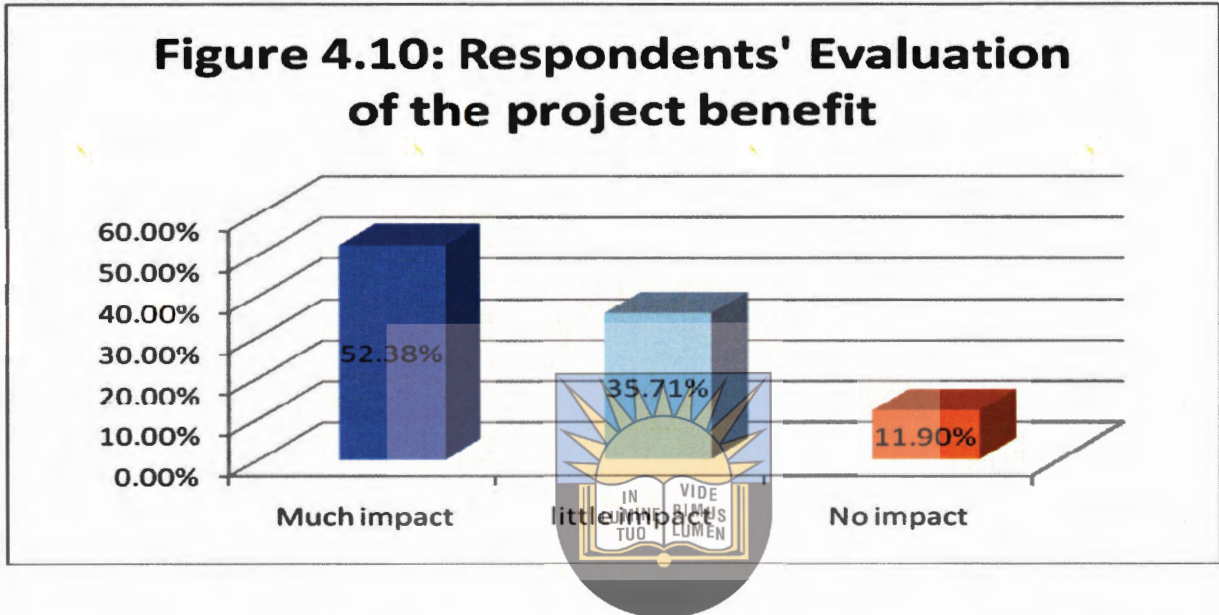
It is indicated above that the project was not put to the attention of every one since the majority of respondents became aware of the projects through informal and person to person relationships with exception of few who highlighted to have gotten information about the project from media. Hence, these results identify an important aspect that the cattle projects as innovation was never the community's initiative but a foreign subject meant to address local problems.

Respondents' evaluation of the project benefits

Respondents were asked to evaluate the impact of the project benefits in regard to cattle development strategy used. This question wanted to discover the beneficiaries' belief and test their loyalty to the project strategy. A total of 14 (51.85%) of the respondents from Nguni Cattle Project (South Africa) indicated that the project had much impact to their lives, 9 (33.33%) showed that the project was to them of little impact, and 4 (14.81%) of the respondents indicated that the project had no impact to their livelihoods. Similarly, 8 (53.33%) of the respondents from Heifer Cattle Project (Zimbabwe) had indicated that the project had much impact in transforming their lives, 6 (40%) indicated that the project had little impact in their lives and 1 (6.67%) of the respondents indicated that the project had no impact to their livelihoods.

However, from both Nguni and Heifer Cattle Projects (see **Figure 4.10**) 22 (52.38%) of the respondents indicated that the projects had much impact in their lives and 15 (35.71%) indicated

that the projects had little impact followed by 5 (11.9%) who reported that the project had no impact in transforming their livelihoods.



As revealed on the above discussion, the results entail that by indicating positively, most of the respondents from Heifer Cattle Project believed that their lives were transformed as a result of such project while the Nguni cattle farmers who are yet to benefit from the cattle development project were not much positive. These results clearly show limitations that preclude local people's involvement in needs identification, development monitoring and ongoing participatory activities of the development projects.

Respondents' view on their participation in the project

When asked about their view on project participation, responses demonstrated a variety of ways for Nguni and Heifer Cattle Projects as shown by the following detailed comparative results which is presented in **Table 4.1** below.

Table 4.1: Shows respondents' view of their involvement in Nguni and Heifer Cattle Projects (South Africa and Zimbabwe)

Respondents of Nguni and Heifer cattle	YES		NO		DID NOT ANSWER	
	SA	Z	SA	Z	SA	Z
	%	%	%	%	%	%
Being part of project	88.89	93.33	11.11	6.67	-	-
In the planning of the project	55.56	41	40.74	-	3.70	-
Perceiving as solution to poverty	70.37	86.67	29.63	13.33	-	-
Benefited from the project	40.74	66.67	59.26	33.33	-	-
Sustainability	85.19	33.33	11.11	66.67	3.70	-
Capacity for new projects	70.37	33.35	29.65	66.67	-	-
Participation Important	81.48	93.25	18.52	6.67	-	-

(SA stands for South Africa and Z stands for Zimbabwe in Table 4.1)

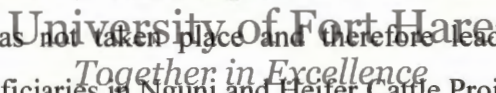
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Moreover, after being asked to give a reason to the way they responded above, respondents cited their reasons as lack of income and family welfare. A number of arguments have been raised as to whether rural development projects are planned with the community consultation or not, the follow up question was asked. The respondents then indicated the level of planning they referred and the planning referred was only carried out at later stages of the project. Surprisingly, none of them knew initial ideas and the way the project was to be run since they all got it through coordinators, some from chairman, councilors or relatives at implementation stages (Dervin and Frenette, 2001). In other words, decision-making power is never offered to the people except to decide what their role might be in an already designed program of cattle farming. With this in mind, the research's argument is that it is important to provide the local people with 'voice' and the opportunity to work in a collaborative way of achieving development (Chambers, 1997).

Table 4.2: Involvement analysis of respondents in the project

Respondents	Being part of project	In planning	Perceiving as solution to poverty	Benefited from the project	Sustainability	Capacity for new projects	Participation Important
Yes	90.84%	54.76%	76.19%	50%	67%	57.14%	86.71%
No	9.52%	42.86%	23.81%	50%	31%	42.86%	14.29%
Not answer		2.38%			2%		

Furthermore, half (50%) (see Table 4.2) of the respondents indicated that they did not benefit from the project implying that they are not engaged to or satisfied with the project's goals. Therefore, as an indication of lack of participation in all stages of the development projects, the respondents showed lack of emotional involvement to the projects. It was not clear what participation entailed in Nguni and Heifer Cattle Projects. If decisions were made outside of the community and the latter was assigned the role of implementing and evaluating results, some respondents argued that participation was limited to instances that depended on decisions made by project promoters (McKee, 1992). Reflecting on the above statement, to some extent, participation of beneficiaries has not taken place and therefore leads to power inequalities between the donors and the beneficiaries in Nguni and Heifer Cattle Projects.



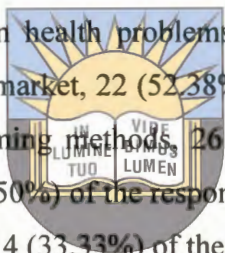
4.3.4.3 INFORMATION AND COMMUNICATIONS

An analysis of respondents' access to information

Another critical question asked from the respondents was to comment on if they have access to information or not because the researcher felt that if they have no access to information on various needs they could not have access to information on the project. Besides, arguments by Agunga (1997) and White (1997) maintain that normally ignorant beneficiaries who are not well informed are highly prone to manipulated participation of unproductive projects. In Nguni Cattle Project (South Africa), 24 (88.89%) of the respondents indicated that they have access to information on healthy problems, 14 (51.85%) of respondents showed that they have access to information about the cattle market, 10 (37.04%) of the respondents have access to information on pest control methods for their farming, 14 (51.85%) of the respondents have access to social issues in their society, 14 (51.85%) of the respondents have information related to the environment and 10 (37.04%) of the respondents indicated having access to information about

the economy. As for the Heifer Cattle Project (Zimbabwe), 11 (73.33%) of the respondents indicated that they have access to information on healthy problems, 10 (66.67%) of the respondents reported having access to information on market related issues, 12 (80%) of the respondents indicated that they get information related to pest control methods of their farming activities, 12 (80%) of the respondents reported to have access to social issues in their society, 7 (46.67%) of the respondents indicated that they have access to information about the environment and 4 (26.67%; see Table 4.5.) of the respondents indicated having information related to the economy.

On information needs of the respondents (see Table 4.3), 35 (83.33%) of the respondents indicated having access to information on health problems, 24 (57.14%) of the respondents indicated having access to information on market, 22 (52.38%) of the respondents reported have access to information on pest control farming methods, 26 (61.90%) of the respondents have access to social issues in their society, 21 (50%) of the respondents showed that they have access to information about the environment and 14 (33.33%) of the respondents reported having access to economic related issues.



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Table 4.3: Respondents' view on access to information

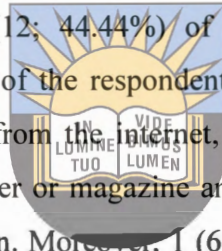
Respondents	On health problems	Market	Pest control methods for farming	Social	Environment	Economy
Yes	83.35%	57.14%	52.38%	61.90%	50%	33.33%
No	16.67%	42.86%	47.62%	38.10%	50%	66.67%

In comparative terms, 10 (37.04%) of the respondents from Nguni Cattle Project had indicated that they have to pest control methods for cattle farming whereas Heifer Cattle Project had 12 (80%) of the respondents. These results clearly highlighted that there is less availability of information to farmers on cattle vaccine or disease control. Also, one can identify that all key elements needed by farmers had most respondents who answered 'NO'. For instance, those who reported 'NO' were 18 (42.86%) of the respondents on access to market information, 20 (47.62%) of the respondents indicated having no access to information about pest control

farming methods, 21 (50%) reported not having access to information on the environment and most respondents (28; 66.67%) indicated not having access to economic information related issues. Therefore, the difference between the number of respondents who said 'YES' and those who highlighted 'NO,' shows that information gap in the two provinces (Eastern Cape and Midlands Province) is still wide.

Respondents' sources of information on livestock

Consequently, respondents were asked to indicate on their sources of information on livestock and they were asked to answer "Yes" or "No" to a list of available sources provided. In Nguni Cattle Project (South Africa), some of the respondents answered 'YES,' and the breakdown of this is detailed in **Table 4.4**. Twelve (12; 44.44%) of the respondents usually get their information from television, 13 (48.15%) of the respondents get from radio, 1 (3.70%) of the respondents reported getting information from the internet, 5 (18.52%) of the respondents get information about livestock from newspaper or magazine and there are no (0; 0%) respondents who use billboard for livestock information. Moreover, 1 (6.67%) of the respondents for Heifer cattle project (Zimbabwe) indicated getting information from television, 5 (33.33%) of the respondents use radio as their source of livestock information, no (0; 0%) respondent indicated using the internet for information on livestock, 1 (6.67%) of the respondents get livestock information from newspaper or magazine and no (0; 0%) respondent indicated the use of billboard for livestock information.



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Table 4.4: Shows respondents' view on information and communication aspects in Nguni and Heifer Cattle Projects (South Africa and Zimbabwe)

Respondents of Nguni and Heifer cattle	YES		NO		DID NOT ANSWER	
	SA	Z	SA	Z	SA	Z
	%	%	%	%	%	%
Health problems	88.89	73.33	11.11	26.67	-	-
Market	51.85	33.33	48.15	33.33	-	-
Pest control methods	37.04	80	62.96	20	-	-
Social	51.85	80	48.15	20	-	-
Environment	51.85	46.67	48.15	53.33	-	-
Economy	37.04	26.67	62.96	73.33	-	-
Television	44.44	6.67	55.56	93.33	-	-
Radio	48.15	33.33	51.85	66.67	-	-
Internet	3.70	-	96.30	100	-	-
Newspaper or magazine	18.52	6.67	81.48	93.33	-	-
Billboards or Signs	-	-	100	100	-	-

(SA stands for South Africa and Z stands for Zimbabwe in Table 4.5)

From **Table 4.5** below radio came first as a source of information with 18 (42.86%) of the respondents, TV is only used by 13 (30.95%) respondents, while 6 (14.29%) respondents indicated the use of newspaper or magazines. One (1; 2.38%) respondent reported that they were getting information from the internet and none of the respondents used the billboard as source of information (see **Table 4.5**). Of the remaining who reported 'NO', 24 (57.14%) respondents on radio, 29 (69.05%) indicated that they were not getting information from TV, 36 (85.71%) of the respondents do not use newspaper or magazines as sources of information, 41 (97.62%) of the respondents were not using the internet as source of livestock information and all (42; 100%) the respondents do not use billboard for livestock information, suffices to say there is much limited development resources that can help poor farmers' environment.

Table 4.5: Respondents' view on sources of information on livestock

Respondents	Television	Radio	Internet	Newspaper or Magazine	Billboard
Yes	30.95%	42.86%	2.38%	14.29%	
No	69.05%	57.14%	97.62%	85.71%	100%

With this in mind, radio which is the cheapest media among others did not have more than half respondents showing that they had access. This is a clear indication that people both Nguni and Heifer cattle farmers are very poor. Notably, there are no respondents who use the billboards for their livestock information requirements.

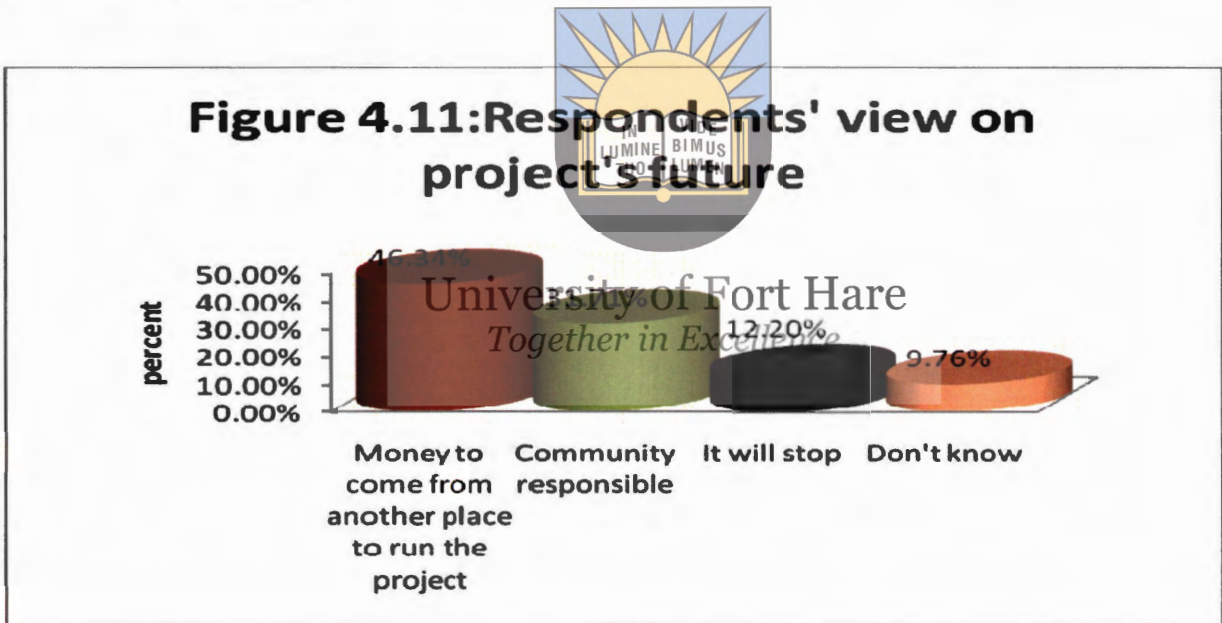
Respondents' view on the sustainability of the project

The respondents were then asked to indicate what they may expect in the future of the project. This question is based on the argument by Freire (1973) and Mefalopulos (2005) that if the project has been successfully implemented with the local people's involvement, sustainability is in the hands of local communities. Concomitantly, Dagnon (2004) also stresses that there is something wrong with development if people are not participating in their own future. As one crucial part in development projects, the majority (23; 61.54%) of the respondents in Nguni Cattle Project (South Africa) indicated that they were expecting more money to come from another place to run the project, 3 (30.77%) of the respondents reported that it was the community's responsibility to continue financing this project and 1 (7.76%) respondent indicated on did not know what will happen in the project's future.

As for Heifer Cattle Project (Zimbabwe) 3 (20%) of the respondents showed they expect more money to come from another place to run the project, 5 (33.33%) indicated that it was to community's responsibility to continue financing the project, 5 (33.33%) indicated that the project will stop and 2 (13.33%) reported that they did not know what will happen to the project's future. In comparison, South African citizens seemed to believe in financial resources that are much needed for the project hence this shows that their dependency on outsiders is to a larger extent different from their Zimbabwean counterparts. Also, this is a clear indication that if the donor's hand is removed from Nguni Cattle Project, there will be no sustainability of the

project. There is need for meaningful participatory development process which requires development facilitators or change agents of Nguni Cattle Project to “go to the people, live with them, learn from them, work with them, start with what they know, and build on what they know” (Burkey, 1993:ii).

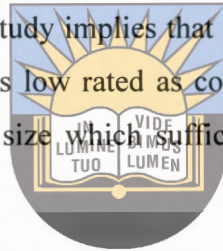
According to the merged results of two projects, 19 (46.34%) respondents reported that they expect more money to come from another place to run the project, 13 (13.71%) respondents indicated that it was to community’s responsibility to continue with the project, 5 (12.20%) of the respondents indicated that the project will stop and 4 (9.76%) reported that they did not know what will happen to the project in the future (see Figure 4.11).



Reflecting on the above discussion, it is however a fact that the South African and Zimbabwean respondents belong to marginalized communities of which without the help of outsiders, poverty would hinder the sustainability of the cattle projects. In other words, this means that the communities lacked capacity building offered by such developments and it is important to identify with Morris’ (2003) argument that the greater the interest of the Nguni and Heifer Cattle Projects participants, the more sustainable the social mobilization project will be.

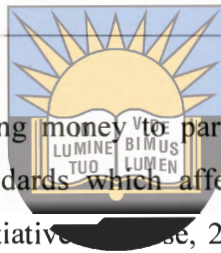
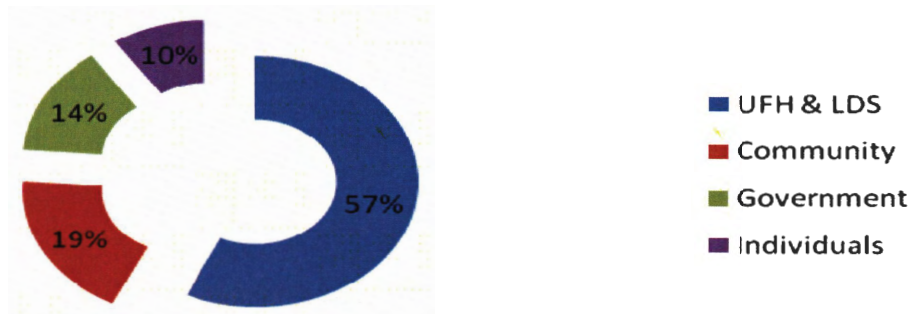
Respondents' evaluation of the project ownership

Regarding ownership of the project, the respondents had mixed feelings and based on arguments that unless local people own the project there is no substantial reason that it will be a livelihood change development (Bessette, 2004). In Nguni Cattle Project (South Africa), majority (14; 51.85%) of respondents demonstrated that the project was owned by the University of Fort Hare, only 1 (3.70%) respondent indicated that the project was owned by individuals, 12 (44.44%) of the respondents cited that the project was owned by community and government. Accordingly, Heifer Cattle Project (Zimbabwe) majority (10; 66.67%) of the respondents reported that the project was owned by Lutheran Development Services, 2 (13.33%) of the respondents cited that the project was owned by the community and 3 (20%) respondents showed that the project was owned by individuals. The results in this study implies that South African farmers did not have capacity to individual ownership hence, its low rated as compared to Zimbabwe. Nguni cattle was given to communities inspite of the size which suffices to say the farmers only benefit indirectly through community ownership.



More than half (24; 57.14%) of the respondents perceived that the University of Fort Hare or Lutheran Development Services to be in ownership of the cattle projects, compared to 8 (19.05%) of the respondents who reported that the project was being owned by their community, 6 (14.29%) of the respondents stated that it was their government which owned the project and 4 (9.52%; see **Figure 4.12**) of the respondents showed that individuals own the project.

Figure 4.12: Respondents' view on project ownership



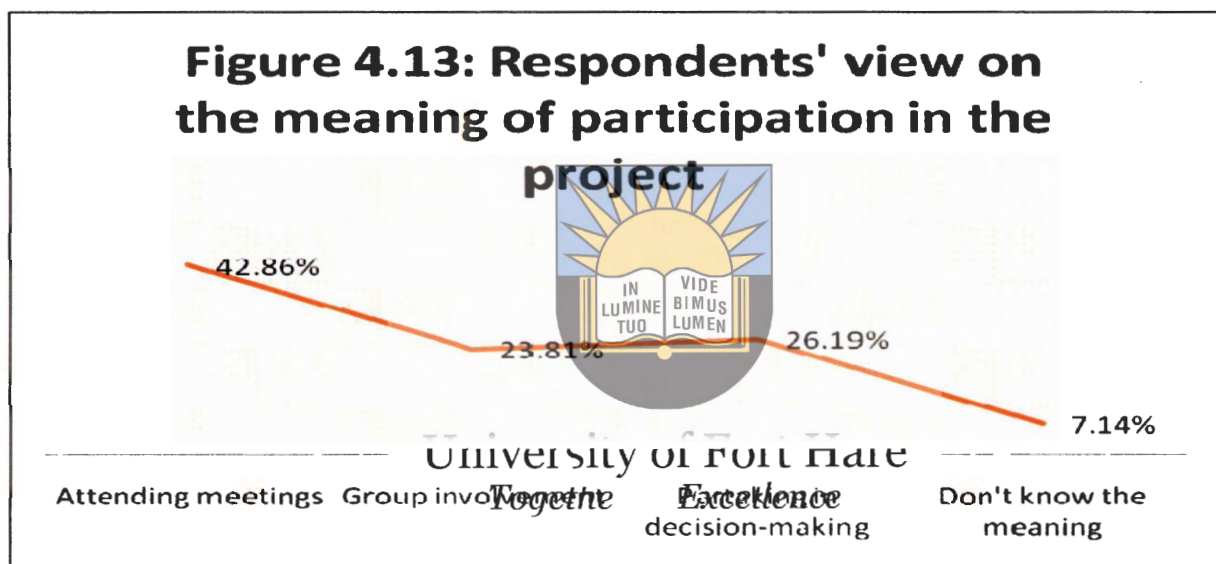
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It is evident that the tradition of providing money to participants in meetings organised by development programmes would set standards which affect the mutual trust and creates a dependency condition killing the local initiative (Mosse, 2001). As argued by Dagnon (2001) and Mosse (2001), without the indigenous expertise consideration, new ideas are deployed to poor communities with the expectations that these communities will radically become transformed. This implies that the majority of the people in Nguni and Heifer Cattle Development Projects feel that they do not own the cattle project, hence development failure cannot be avoided.

Respondents' view of the meaning of participation in the project

The respondents were asked on their understanding of the term participation. It was deliberated to find out how various farmers could view the extent of participation in identified projects. Accordingly, for Nguni Cattle Project (South Africa) had 16 (59.26%) respondents which showed that it means attending meetings followed by 10 (37.04%) respondents who referred to it as partaking in decisions, sharing benefits and risks with others and involved in group works while 1 (3.70%) indicated as not knowing what it means. Also, Heifer Cattle Project (Zimbabwe) had 6 (40%) of the respondents who referred to it as partaking in decisions, sharing benefits and risks with others, 5 (33.33%) indicated on group works, 2 (13.33%) had those who said they did not know and attending meetings had 2 (13.33%) of the respondents.

After being asked on the understanding of participation in the both cattle projects (South Africa and Zimbabwe see **Figure 4.13**), 18 (42.86%) of the respondents showed that it means attending of meetings by farmers in the project followed by 11 (26.19%) who refer to it as partaking in decisions, sharing benefits and risks with others. As such, 10 (23.81%) respondents indicated that participation means involved in group works while 3 (7.14%) of the respondents indicated that they did not know what it means.



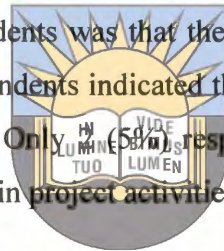
In this reflection of results, one can note that participation was valued by majority as attending meeting while the least number of participants did not know what it meant. With this in mind, the essence of explaining participation to beneficiaries was not considered by Nguni and Heifer Cattle Development Projects, hence the beneficiaries were vulnerable to any kind of abuse or manipulation from donors.

Analysis of farmers view on the community's role in the project

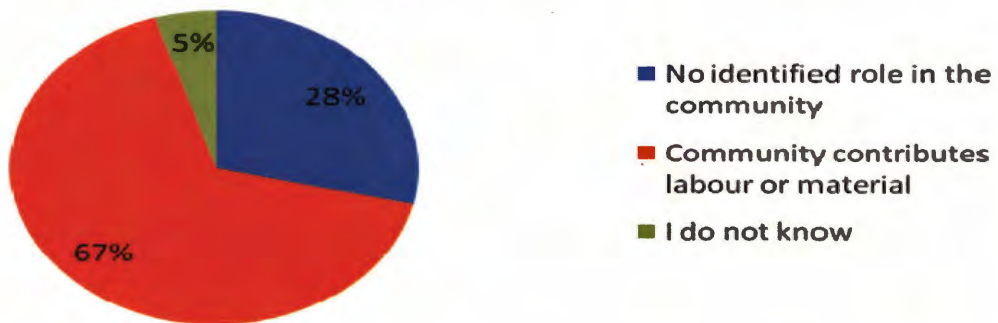
The respondents were also asked about their roles as community members in the project activities. Eighteen (18; 66.67%) of the respondents from Nguni Cattle Project (South Africa) indicated that the community contributes material or labour to the project while 8 (29.63%) respondents indicated that they were no identified roles in the community's participation and 1 (3.70%) respondent did not know the role played by the community to the Nguni Cattle Project.

Coming to Heifer Cattle Project (Zimbabwe), the highest number (10; 66.67%) of respondents indicated that the community contributes material or labour to the project, followed by 4 (26.67%) of the respondents who indicated on the fact that ‘there is no identified roles in the community’ about the project and 1 (6.67%) respondent did not know the role played by the community to the Heifer Cattle Project activities. Interestingly, both projects’ respondents highlighted that the community contributes labour or materials as shown in these results and this implies that the role is for the poor citizen to labour or give materials for such projects.

In terms of the role of the community within the development cattle project for Nguni and Heifer Cattle Projects (South Africa and Zimbabwe) implementation strategies, the statement with the highest response (28; 67%) of the respondents was that the community contributes material or labour to the project while 12 (28%) respondents indicated that there is no identified roles in the community’s participation to the project. Only 5 (5%) respondents reported that they did not know the roles played by their community in project activities (see Figure 4.14).



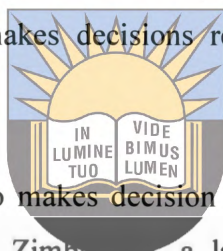
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Figure 4.14: Respondents' view on their role in the project



Therefore, as shown by the above mentioned results, Nguni and Heifer Cattle Projects respondents believe that their communities’ role is to provide labour and material to the projects.

An evaluation of respondents' view on decision-making of the project

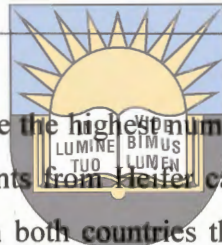
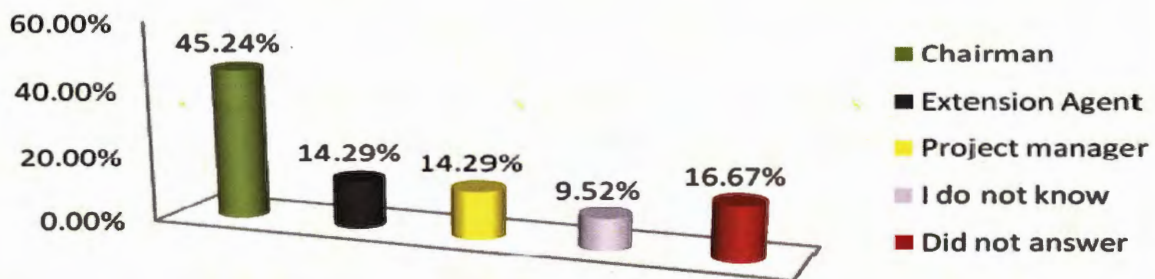
In terms of the decision-making of rural communities in Nguni Cattle Project (South Africa), it was established that 12 (44.44%) of the respondents indicated that it is the chairman, who makes decision on the project, followed by those (6; 22.22%) who were of the view that it was the project manager who makes decision on the project, 1 (3.70%) respondent indicated that it was the extension officer who makes decision about the project in the community, 4 (14.81%) respondents did not answer and similarly 4 (14.81%) of the respondents reported that they did not know the person who makes decision about the development project. Other respondents on Heifer Cattle Project (Zimbabwe) had 7 (46.67%) of the respondents who believed that it was the chairman who makes decision about the project, 5 (33.33%) of the respondents indicated that the government extension officer or agent makes decisions regarding the project and 3 (20%) respondents did not answer.



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Markedly, when asked on the person who makes decision in their community for Nguni and Heifer Cattle Project (South Africa and Zimbabwe), a large number (19; 45.24%) of the respondents indicated that it was the chairman who makes decision on development project, followed by 7 (16.67%) respondents who did not answer, 6 (14.29%) indicating that the extension agent makes decision on the project, 6 (14.29%) of the respondents reported that it was the project manager's responsibility to makes decision on the project and 4 (9.52%) of the respondents showed that they did not know (see **Figure 4.15** below).

Figure 4.15: Respondents' view on decision making



Interestingly, 12 (44%) farmers which have the highest number of respondents for Nguni Cattle Project reflects with 7 (46.67%) respondents from Heifer cattle project who also voted for the chairman (see **Figure 4.15**). Therefore, in both countries the chairmen plays a crucial role in development initiatives.

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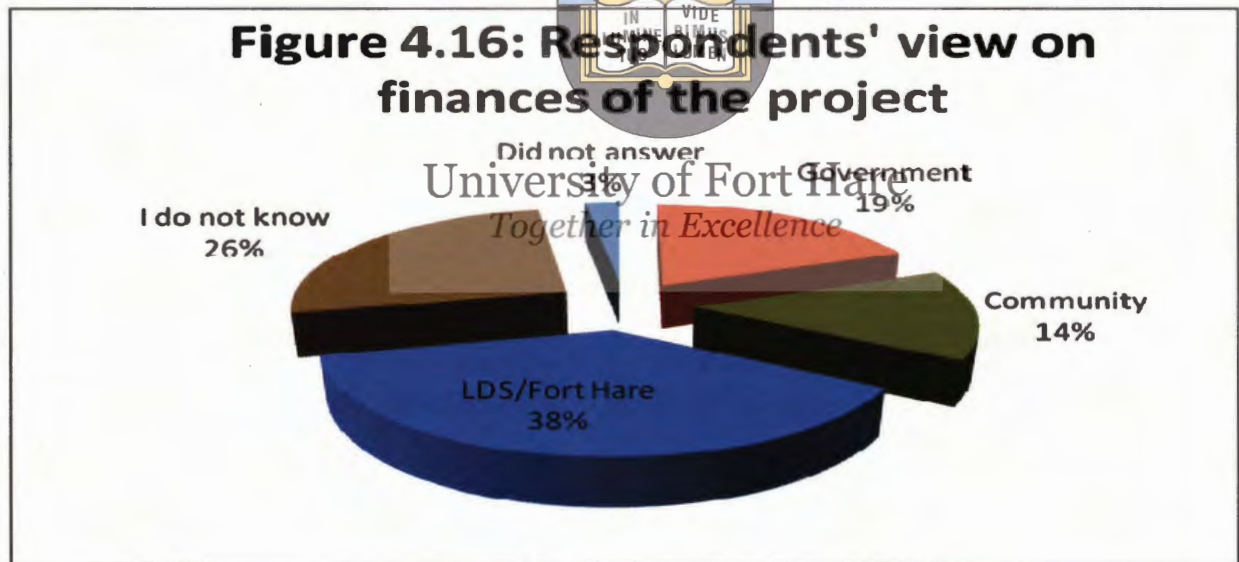
Respondents' view on the financial responsibility of the project

With regard to financial responsibility of the project, the respondents from Nguni Cattle Project (South Africa) ranged from 9 (33.33%) of the respondents who reported that they do not know how it was financed, 8 (29.63%) of the respondents marked that it was government that financed the project, 5 (18.52%) stated on the University of Fort Hare to be the one which financed the project, 4 (14.81%) of the respondents indicated that it was the community which financed the project and there was 1 (3.70%) respondent who did not answer. On the other hand, 11 (73%) respondents from Heifer Cattle Project (Zimbabwe) reported that it was Lutheran Development Services that financed the project, followed by 2 (13.33%) of the respondents which marked that it was the community which financed the project and those did not know how it was financed were 2 (13.33%).

These results indicate that more of the project beneficiaries were not in charge of the finances of the projects hence, they directly depended on outsiders who may dictate the way the project is

run. Also, the fact that the South African Nguni cattle farmers had majority not knowing the one who finances could raise an indication that most people were ignorant on how the project is run. Therefore, this can affect the way they participate in the project and it means they were all in the implementation stages of the project.

Furthermore, on the question of financing of the project on Nguni and Heifer Cattle Development Projects (South Africa and Zimbabwe see **Figure 4.16**), 16 (38%) respondents which were the highest number of respondents reported that it was the University of Fort Hare or Lutheran Development Services and 11 (26%) indicated that they did not know. Eight (19%) showed that it was the government that financed the project and 6 (14%) recommended that it was the community which financed the project while 1 (3%) respondent did not answer.



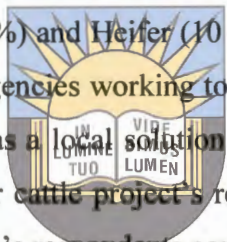
Reflecting on the results above (see **Figure 4.16**), one can identify the lack of clarity among the beneficiaries in terms of how finances of the projects are sourced hence this is due to lack of participation on both Nguni and Heifer Cattle Project in decision making.

4.3.4.4 The views of respondents on participatory strategies of the project

The Nguni and Heifer cattle farmers were asked to rank on the Likert scale their level on the participatory strategies availability for the cattle projects regarding six different aspects of their experiences with the projects. The ranges include “strongly disagree”, “disagree”, “neutral/don’t

know”, “agree” or “strongly agree”. The questions asked were to examine the overall level of interaction they had in the cattle projects. Overall, the responses were precisely average (See **Table 4.6.**). The researcher ranked each criteria below from highest to lowest and strongly agree will be considered 100%, agree 75%, neutral 50%, disagree 25%, and 0% strongly disagree.

The overall level of agreeing was significantly high (see **Table 4.6**) and is an upbeat sign for the importance of Nguni and Heifer Cattle Projects. This strength can possibly be used to improve approaches in the future. The results showed that the cattle projects approach had developed capacity with various partnerships who were working together as noted by 19 (70.37%) farmers from Nguni Cattle Project and 12 from Heifer cattle farmers (80%). More than half of respondents from both Nguni (18 or 66.67%) and Heifer (10 or 66.66%) cattle farmers indicated that they were aware of the government agencies working to help the community in the project. On the statement that the cattle project was a local solution to a challenge the community was facing, the majority (12 or 80%) of Heifer cattle project's responses indicated that they agreed and 17 (62.97%) of the Nguni cattle project's respondents agreed.



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In terms of the cattle project's contribution to the development and sustainability of the community, again, farmers from Heifer ranged highest with 13 (86.66%) of the respondents as compared to 14 (51.85%) of Nguni Cattle Project respondents. Consequently, when asked to range the fact that the cattle project was a specific to their particular communities and could other rural community use it successfully, 11 (73.33%) of respondents from Heifer Cattle Project was the highest compared to 18 (66.67%) of Nguni Cattle Project. Also, when asked to cite their choice on the statement, *"we have already actively pursued development in marketing of cattle in a planned way"*, surprisingly, Nguni cattle farmers had the highest (21 or 77.77%) as compared to Heifer cattle project (7 or 46.66%). This shows that they are available resources to support the cattle project hence, the need for communication to effectively correct the strategies used which will help maintain stakeholder engagement (see **Table 4.6**).

Table 4.6: Shows the respondents' comments on the participatory strategies in Nguni and Heifer Cattle Projects (South Africa and Zimbabwe)

Statement	Level of Agreeing	
	% Nguni	Heifer
This approach has developed capacity (for example, skills) in the community with various partners working together to make it happen	70.37	80
The government agencies are working together to help the community with this project	66.67	66.66
The project as a local solution to a challenge the community is facing.	62.97	80
The project contributes to the development and sustainability of the community	51.85	86.66
The project is specific to this community and could other rural community use it successfully	66.67	73.35
<i>"We have already actively pursued development in marketing of cattle in a planned way."</i>	77.77	66.66



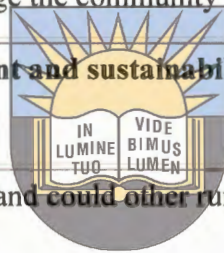
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The results from **Table 4.7** show a sum up of the agreeing and disagreeing respondents in general. The majority (31 or 73.81%) indicated that cattle approach used by Nguni and Heifer Cattle Projects have developed capacity (for example, skills) in the community there are various partners working together to make it happen. Of these respondents, only 5 (11.9%) disagreed and 6 (14.29%) of respondents were neutral. Nearly 28 (66.67%) of respondents indicated that the government agencies are working together to help the community with this project while 10 (23.81%) of respondents disagreed and 4 (9.52%) of respondents indicated neutral.

Also, when asked if the project was a local solution to a challenge the community was facing, 29 (69.5%) respondents indicated that they agreed while 9 (21.42%) disagreed and 4 (9.08%) were neutral. Again, on the statement that the project contributes to the development and sustainability of the community, 17 (64.29%) of the respondents agreed, but 9 (21.42%) denied while 6 (14.29%) were neutral. When questioned about their knowledge and perceptions of the project as specific to their community and if other rural community could use it successfully, 19 (69.05%) of the respondents reported that, but only 7 (16.66%) denied and 6 (14.29%) of respondents indicated neutral.

Table 4.7: Respondents' comments on the participatory strategies availability for cattle projects.

Comments	Agree %	Disagree %
This approach has developed capacity (for example, skills) in the community with various partners working together to make it happen	73.81	11.09
The government agencies are working together to help the community with this project	66.67	23.81
The project as a local solution to a challenge the community is facing.	69.05	21.42
The project contributes to the development and sustainability of the community	64.29	21.42
The project is specific to this community and could other rural community use it successfully	69.05	16.66
<i>"We have already actively pursued of development in marketing of cattle in a planned way."</i>	66.67	14.28



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Regarding their own pursue of development in marketing of cattle in a planned way, 28 (66.67%) agreed whilst 6 (14.28%) disagreed and 8 (19.05) of the respondents were neutral. Markedly, a large number of respondents, who indicated agreed on the market related question, had no substance evidence how it was done. This limitation was complimented when questionnaire interview survey was triangulated with interview questions for validity purposes.

Respondents' view on empowerment

When asked to provide open-ended comments about what came to their mind when thinking about ways to improve the exchange of information between stakeholders involved in the project, common themes were identified. Besides, these questions were aimed to capture varying opinions and attitudes on communication use and availability in the respondents' respective communities. The respondents were asked to indicate possible reasons they chose to participate in Nguni and Heifer Cattle Projects, majority of the respondents (97%) indicated that they

anticipated potential benefit of empowerment. However, unlike Nguni cattle farmers,' respondents who mentioned the reason that they wanted to move out of poverty, the other reason which also received high rankings was the fact that some respondents (60%) from Heifer cattle project expressed the need for such project so that they can have cattle for subsistence farming especially animal drawn ploughing. The review which highlighted that the Nguni breed was suitable for it is drought and disease resistant with low cost maintenance cost was the lowest ranked criteria (20%).

Respondents' view on communication employed in the project

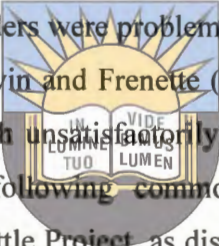
In addition, they were asked to cite suggestions to improve the exchange of information between stakeholders involved in the project, respondents (80%) from Nguni Cattle Project and Heifer Cattle Project (60%) maintained that there is a need to understand objectives of the project, conducting meeting regularly and continuous monitoring for progress. On the other hand, some respondents (56%) from Nguni Cattle Project recommended use of cell phone to get communication across stakeholders since majority of South African citizens own cell phones, rules must be set to monitor misbehavior and community should appoint its own representatives who inform the other community members. Also, when commenting on how to improve interpersonal communication, respondents (70%) from Nguni and Heifer Cattle Projects indicated the need for coordinators to regularly avail themselves, use of new media by project stakeholders (cell phone) and create platform for two way dialogue communication in meetings. As argued by Bassette (2004), respondents (50%) from Heifer Cattle Project suggested that the project must involve in its initial stage all stakeholders to avoid gatekeepers, hence, the need for effective communication that suit all levels was imperative. To mention another factor, Heifer Cattle Project respondents (50%) indicated the need for organizing cooperate agendas so that individuals contribute with feedback, a committee to be set and radio to be used to eliminate fraud.

Respondents' view on participation factors of the project

With regards to the factors that relates to participation, respondents were asked to write up on what would enable or hinder them to participate in activities of the Nguni and Heifer Cattle Projects. With this in mind, most respondents (70%) felt that it was their poor status that paved a

way for them to be part of the project. However, the Heifer Cattle Project respondents reported that it was a result of them being privilege as master farmers and have joined the farmers' club. Respondents from Nguni Cattle Project pointed that the factors that relates to "expected benefits" of cattle had enabled them to participate in the project.

When asked through an open-ended question about the barriers that hinder their ability to increase their amount of participation and loyalty to the cattle project, nearly all respondents from Nguni Cattle Project claimed the lack of land which they said it was small for grazing, community conflicts as a result of power struggle, water problems and the project was not given strictly to participating members individually. Common elements that were mentioned by both Nguni and Heifer Cattle Projects' stakeholders were problems of one way communication which is a diffusion approach. As argued by Dervin and Frenette (2001), the 'top-down' linear model has its media and communication approach unsatisfactorily involving the grassroots people in none dialogic manner. Moreover, the following common hindering elements were also highlighted by respondents from Heifer Cattle Project, as discrimination by leaders or on gender issues, cattle theft from board management and death of cows without follow-ups.



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Respondents' perception and experience with the project

When asked to mention any remarks about their perception or experience with the project, respondents shared that they were grateful with the project, anticipate income when the project yield results, need more donation that would reach everyone in the community and different strategies in the distribution of cattle (for example, at least two people per one cow). Other respondents from Heifer Cattle Project stated that they were kicked away before they benefited from the project and some said the calf died so they did not benefit. Also, some suggested the need to advertise such project in mass media to generate more awareness. Interestingly, respondents from Nguni Cattle Project reported that they are expecting multiplication of cattle stock, to get funds from big project in order for the project to be sustainable and paddock fences. Furthermore, respondents were requested to write up on their personal gain from the project. There was a consensus on the importance of knowledge gained on keeping cattle. Nearly all (90%) of respondents from Nguni Cattle Project said that they have not yet benefited and others (10%) were claiming that they did not benefit. On the other hand, few respondents from Heifer

Cattle Project explained that they personally have wealth of cattle kraal. The following section is a comparative analysis of the Nguni and Heifer Cattle Development Projects.

4.4 COMPARATIVE ANALYSIS OF NGUNI AND HEIFER CATTLE DEVELOPMENT PROJECTS

Similarities

Indeed, there is merit in all these projects under study as both endeavour to raise socio-economic among the disadvantaged communities. Community participation and local commitment are crucial for effective cattle development projects. This innovative model for involving local people in the development pursuits that respects their right of self determination and indigenous knowledge to view local problems from their own perspectives is not evident in both Nguni and Heifer Cattle Development Projects.



Both projects partially recruited social organizers from within the slum community. These are the representatives of communities who would facilitate the projects. Local organizers' intimate knowledge of the locality and were meant to help in defining and designing effective programs of the project. In all of these programs the development providers see its role as the provider of a service from IDC and LDS.

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The Nguni and Heifer Cattle Projects have not been able to mobilize major amounts of local resources such as funds and labour to the extent that some of the communities' financial needs in the project are not met. Moreover, beneficiary involvement was based mainly after the planning and implementation of externally initiated projects and to a lesser extent community participation. As such, both projects show that external help to strengthen or create local organizations, but without reference to a particular project, or local organizational development. There are spontaneous activities of local communities that have not resulted from outside assistance or indigenous local participation. For instance, activities relate to traditional farming which complements the introduction of cattle to farmers. The Nguni and Heifer Cattle Projects carried economic and social benefits to the local people.

The two development projects under study were not able to identify people's felt needs appropriately. This did not ultimately create people's genuine interests in the projects. Each project was introduced only without a thorough analysis of community need and identification of the most important factors. Hence, the programs have not been periodically evaluated and modified to respond to changes within the communities in both Nguni and Heifer Cattle Project.

There projects lack explicit identification of suitable communication mediums to utilise for specific circumstances, for example, mass communication. Again, both projects did not identify key communication opportunities in-depth which appropriate approaches to take. There is lack of documented principles regarding how to be approachable and successfully implement an ongoing process of open and two-way communication in both projects. As a results, the two projects fall short of established user feedback mechanisms, such as printed feedback forms, and publicly displayed targets and related metrics displaying effectiveness of communication. Nguni and Heifer Cattle Projects share same signs that the communication approach employed is not adding value.



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In both projects participants are asked to contribute money or labor as part of sharing project costs during the project's implementation or operational stages.

Differences

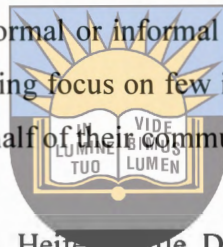
The Nguni cattle development project has opened opportunities for people in local communities to make improvements in their lives through collective action while Heifer Cattle Project targeted few individuals.

There is no evidence on the idea of organizing people of the same lane into groups to generate mutual trust in Nguni while Heifer Cattle Projects has substantially succeeded in this area. Feedback from stakeholders state that they have a greater understanding of current and future systems and processes are much reflected in Heifer than in Nguni Cattle Project.

In Nguni Cattle Project or project steering committee express that they are not comfortable with the status of the project's progress. In contrast to that Heifer Cattle Project or project steering committee express that they are comfortable with the status of the project's progress.

In trying to increasing project efficiency, beneficiary consultation during project planning or beneficiary involvement in the management of project implementation or operation was not carried out as expressed by coordinators of Nguni Cattle Project. Farmers said there are many community members who still did not understand the agenda of Nguni Cattle Project. Unlike the Heifer project, many people were aware of the project but the criteria of beneficiary selection was limited to community leaders such as village heads, councilors, chiefs and the governments' extension officers.

Heifer Cattle Project offered an equal opportunity for farmers training. This helped in building beneficiary capacity: either through ensuring that participants are actively involved in project planning and implementation or through formal or informal training and consciousness- raising activities. In Nguni Cattle Project the training focus on few individual such as project managers who get skills in rearing the animals on behalf of their communities.



On empowerment aspect of the projects, Heifer Cattle Development Project received more credits than Nguni Cattle Project. Empowerment can be defined as seeking to increase the control of the underprivileged sectors of society over the resources and decisions affecting their lives and their participation in the benefits produced by the society in which they live. Heifer cattle project assisted farmers with cattle as well as knowledge on how to rear them.

In conclusion, the findings in both cattle projects identifies that the two-way dialogue communication was necessary for the success of rural cattle development. The beneficiaries are clearly determinants as part of the project sustainability, and at the same time, they are key actors in its progress. Although the results showed that beneficiaries were crucial to the Nguni and Heifer Cattle Projects, first decision-making procedures did not involve them. Hence, for the purpose of this study objectives participatory development communication, a Bessete (2004) framework is recommended, since it seemed inadequate to assume that local people will benefit from projects that are imposed to their community as one of the underlying factors within the components of the model.

4.5 SUMMARY

This comparative research showed a consistent reference given to ineffective one-way communication on Nguni cattle's subjects, while a significant use of interpersonal sources and group meeting were found with the Heifer Cattle Project's subjects. Also, the findings showed that there were limited sources of information in the Heifer Cattle Project which were geared to the development activities, while the Nguni cattle farmers seemed to regard parts of the communication structure not conducive to the development agenda of the local communities.

Data presented in this chapter was collected through interviews, questionnaire surveys, observational methods, document analysis and findings were presented. The purpose of this study was to try and understand the project initiation and implementation through the perspectives of all relevant stakeholders of both Nguni and Heifer Cattle Projects. Outlined in this chapter are the participants' perspective and researcher's interpretation of collected data.

Themes emerged from data collected on stakeholders of the mentioned projects. The chapter also captured the findings. The next chapter discusses findings, conclusions and recommendations explain the relationship.



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CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

In the previous chapter, the research results were discussed. This chapter will therefore focus on the main conclusions, recommendations and limitations of this investigation. Also, the major conclusion from the analysis and interpretation of data, as well as conclusions drawn from the literature review are presented. Recommendations or implications concerning the research problem are given and the field for further research is outlined. This chapter includes four parts. First section is about the conclusion of the research, second section discusses contributions and implications, and third section focuses on limitations of the research and suggestions for further studies.

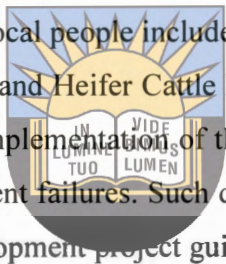


5.2 DISCUSSION OF THE FINDINGS OF THE STUDY

The study provides valuable insight on rural cattle farming in poor communities. In answering the research questions and testing of hypotheses, the research concludes that the necessity in ensuring success of Nguni and Heifer Cattle Projects positively depends upon the effectiveness of communication (PDC). The new paradigm (PDC) is based on the premise that the non-adoption of cattle projects are not due to ignorance of the farmers but resultant from deficiencies in the rural development approach used and the process that generated it, especially inadequate participation in all stages of the process by those intended to benefit. Moreover, efforts in fighting poverty and achieving development can ultimately succeed if an adequate degree of community participation is at all levels, from experts to the communities at large. Also, the success of Nguni and Heifer Cattle Development Projects depends upon complementary of social conditions for innovation.

The employed methods revealed several problems that were obstacles to the facilitation of participatory development communication by both Nguni and Heifer Cattle Projects. These problems included lack of open dialogue and lower levels of awareness. When this study was conducted, it was taken for granted that residents of Eastern Cape and Midlands Province were not adequately informed about government's and Lutheran Development Services' communication interactions. Hence, the objective of the study was to determine the extent to

which farmers from the Eastern Cape and Midlands Province communities benefit from the two cattle projects. The conclusion of this study is that there cannot be participatory development communication without satisfactory levels of awareness and factors detailed in this study that contribute to the creation of an enabling environment.

Local people around Eastern Cape and Midlands Provinces, to various extent, need to be empowered to define their own strategy. Also, in the great effort to address problems in cattle development projects, community members of the Eastern Cape should be involved either individually or as associations in the rural development strategy planning. Nonetheless, there are no examples of local people participating in the rural development strategy definition for both Nguni and Heifer Cattle Projects. Having local people included in strategy drafting and standards setting has the potential to improve Nguni and Heifer Cattle Projects. Involving the local people at all levels is a crucial for the effective implementation of the rural development strategies and this approach might also reduce development failures. Such drawbacks typically derive from the simplistic assumption that once rural development project guidelines have been set at the donors' level, a designated coordinating  will have responsibility of their implementation at the local level. The *top-down* approach to development settings seems to be more inefficient than PDC. Nevertheless, beneficiaries should be involved from the early stages of the strategy definition since their exclusion from the decision making process could generate resistance, delay and difficulties in the adoption and success of the project.

The second factor fostering success to rural development projects is the inevitability of communication. In order for the development projects to have a useful impact, in provisos of enhanced livelihoods (whether more participatory, more sustainable or with more benefits for local farmers), the overwhelming need implied by this study is for better communication. That is, communication between researchers, practitioners and stakeholders in a given rural development context. Not only is communication prioritized directly and explicitly to facilitate progress in the two projects, but it is also implied through an analysis by all stakeholders on the needs of different stakeholders. A new research focus will be needed to narrow down and address such research on popular participation in development. The challenge for researchers is to explore, document and share ways of enhancing these established obstacles to rural development projects.

Rural development projects such as the Nguni and Heifer Cattle Development Projects should not be an exclusive task of externally supported research projects, rather they should be ongoing practices of any community development initiative generated by local people.

Based on the discussion and the theoretical foundation of this study proposed framework of Bassette (2004), the researcher formulated the following hypotheses: the first hypothesis is that a major necessity for ensuring success in Nguni and Heifer Cattle Projects positively depends upon the complementary of social conditions for innovation. While some hypotheses were not supported in these two development projects (Nguni and Heifer Cattle) such as the relationship between participation and empowerment of poor farmers by use of communication by stakeholders, the majority of hypotheses were indeed maintained. Also, they were three relationships that were significant but contrary to the assumed extant direction of Nguni and Heifer Development Projects. The relationship between social condition and each innovation (cattle project) were hypothesized to be positive, indicating that the complementary social condition, the positive the effectiveness of each cattle project would be. In view of that, the logic behind these hypotheses was that fighting poverty with current farming practice and engagement of various stakeholders would be limit on how much the beneficiaries or peasant farmers' dialogue with other stakeholders in achieving development. However, this was not found in any of these cattle projects.

Secondly, the results of this study support the hypothesis which predicted that efforts in fighting poverty and achieving development can ultimately succeed if an adequate degree of community participation exist and empowerment by the use of communication methods at all levels (from experts to the communities at large and from the communities to the experts This study results proves that perhaps rural cattle development projects actually do have a passive participation of local people in place compared to their counterparts (the donors). This could be the result of decisions that were made outside of the community and the latter was given the role of implementing and evaluating results hence, participation was only limited to decisions made by donors. On the other hand, additional study would be required to ferret out the reasons for this finding in a larger scale. Another possible explanation could be that such cattle project initiators

are simply manipulating the problems of poor people while they satisfy their own ambitions in the name of development.

5.2.1 SUMMARY OF MAJOR THEMES FROM THE STUDY

5.2.1.1 Rationale of Nguni and Heifer Cattle Projects

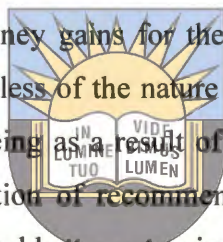
Bessette (2004) argues that development communication rests on the premise that successful rural development project calls for the conscious and active participation of the intended beneficiaries at every stage of the project development process. With reference to the two projects, there is lack of beneficiaries' participation at every stage of the development process. The approach used by Nguni and Heifer Cattle Projects have led to the ineffectiveness of development in both Eastern Cape and Midlands Province. As a priority on participatory development communication, rural development cannot take place without change of attitude and behavior. There are then more challenges that require attitude and behavior change and this is only achieved through dialogue among stakeholders. Like many projects which have failed, the Nguni and Heifer cattle projects failures, can be as a result of the assumptions that were made (by IDC and LDS) about the willingness and capacity of rural people to take cattle project into their way of living and working. Lack of sustainability, resistance, delay and difficulties in the adoption of Nguni and Heifer Cattle Projects, are examples that bear witness to this failure to bring about attitudinal and behavioural change. As suggested by Bessette (2004) and Quebral (2002) if rural development project has been planned with beneficiaries, participation and mobilization it usually follows naturally.

Furthermore, communication is necessary in implementation stages to keep stakeholders informed, to mobilize them and stimulate them more naturally to action. Communication is needed in case of Nguni Cattle Project, to spread the knowledge of successful development action. This knowledge taken by some communities and individuals have not yet been communicated in other communities and individuals. Respondents of the two cattle projects indicated a challenge in lack of effective communication. As the Nguni Cattle Project is open to everyone, a few people are willing to participate and the need to inform the rest of community members is imperative. There was a consensus call from most people in that they required face-

to-face discussion with someone more knowledgeable or experienced than themselves before they can make their own judgment and try an innovation. This indicates a high level of dependency on outsiders for both Nguni and Heifer Cattle Projects.

5.2.1.2 Rhetoric versus reality

Rhetoric shall refer to the use of methods in such a way as to produce a desired impression upon the hearer or reader or beneficiaries. Rural people particularly the most desperate from Eastern Cape Province (South Africa) and Midlands Province (Zimbabwe) are willing to put their hopes in any development effort and even if that hope is frequently questionable. The consequences can be a rural development project adaptation of irrational exuberance. This is as a result of the predictable expectations of immediate money gains for the communities to the disheartening, desperately poor communities who, regardless of the nature of the initiative or discussions, beg for and assume empowerment and well-being as a result of any development effort. Chambers (1993) argues that historically, non-adoption of recommendations was attributed to farmers' ignorance, to be overcome through more and better extension and then to farm level constraints, with the solution in easing the constraints. The belief in external knowledge has become a stigma in the minds of both Nguni and Heifer cattle beneficiaries. Therefore, aside from the practical considerations of this expectations gap, namely the inevitable consequences of dissatisfaction and disenchantment, there is an ethical element in setting expectations that is hardly considered. However, there are identifiable differences mentioned in the designs of the two cattle projects. The Nguni cattle were given to every one in the community unlike the Heifer cattle that was given to some individual poor farmers who were selected to be in the project. The Nguni was being monitored through coordinators whereas Heifer has been implemented and left to the ownership of individual farmers who decides on what to do with the cattle. Nguni Cattle Project was given to the whole community upon applications made through the extension officers by demand of community members. Attitudes towards Nguni Cattle Project are very unfavourable. While at least 37% of the farmers actually have a favourable attitude towards the Nguni Cattle Project, unlike Heifer Cattle Project has 80% of the farmers which looked forward to have agricultural projects to raise income. This reflects the considerable communities' different perspective on agricultural projects. As such argued by Saludadez (2004), the understanding of such multiplicity, of the divergence and shifts in voices to allow muted voices to surface and be

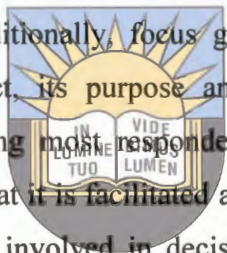


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heard since it is done through engaging with all community stakeholders should be applied in Nguni and Heifer Cattle Projects.

5.2.1.3 Autonomy

Power relation was highlighted to be the most crucial component in projects formation. In this regard, decision-making is one element which influences the effectiveness of development projects in poor communities (Mefalopulos and Kamlomgera, 2002). “Autonomy” means being able to make decision without having to account to anyone. The community chairman or village heads are legally given the prerogative to decide on the characteristic of people to involve in and other aspects of rural development projects as indicated by the respondents from both Nguni and Heifer Cattle Development Projects. Additionally, focus group respondents differed in their conceptions of rural development project, its purpose and capabilities, according to their background and personal interests. Among most respondents, the value of cattle project is undermined by a widespread perception that it is facilitated and implemented at a distance, with no evidence that beneficiaries have been involved in decision-making. Decisions to start the Nguni and Heifer Cattle Projects as an innovation did not come from those who would benefit. Engaging people on issues of relevance to them works in both Nguni and Heifer Cattle Projects’ initiators who seem to be providing information that resonates personally within their context or alternatively. As ascertained by Rahnema (1992), project initiators can manipulate local people into participating. This may violate local autonomy and the interest of community members in taking an active role in the project.



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5.2.1.4 Benefits from the projects

Consequently, some famers rejected benefiting from the projects but instead, suggested that certain methods of their own experience if implemented in an iterative and locally relevant manner would be relevant to the communities’ needs. Others held the view that there was no follow up on the outcome or progress of these cattle projects. Similarly, other responses balanced this with the view that multiple stakeholders should be involved in decision-making that meet the needs of the whole community to ensure joint beneficiaries, based on recognition particularly among the views of the poor communities. In focus group discussions, some pointed out that donor funding can misrepresent the value of community needs, since rigid funding patterns

requiring explicit goals to be fulfilled, results in project inflexibility which may lead to incompatibility with the goals of local communities. Part of the problem is the widespread perception of dependency syndrome. Primary stakeholders often need to innovate their development initiatives, hence tangible benefits, and sustainability of such trajectories are seldom ensured (Kasongo, 1998).

Without any doubt the question of who owns the cattle projects affects the approaches that were used in the two projects. Although project coordinators and agencies generally considered participatory techniques in implementation of the projects in both countries under study, no realistic measures were there to determine the bottom-up and bilateral horizontal communication. Also, the need to consider the horizontal communication as respondents did not have good interpersonal communication when put together in development efforts. Many respondents emphasized the need to integrate these approaches through use of effective forms of communication such as dialogue for mutual engagements. Accordingly, sustainability is one element that has been questioned in both projects. However, it was apparent that respondents held different perceptions on sustainability of the projects and it is therefore difficult to treat this as a single sided issue. As argued by Agunga *et al.* (2006:2), grassroots “people permanently by always doing for them what they can do for themselves or, more to the point, what they can be taught to do for themselves”. As such, Nguni and Heifer Development Projects cannot help farmers or communities by always doing what they are capable of doing themselves. For instance, stating the need of the communities and suggesting solutions which the local people could do best. It is clear that due to respondents’ attitude towards these projects, most of them believed that both Nguni and Heifer Cattle Development Projects can continue. Qualitative observation of their comments suggests that the main concern for beneficiaries is not to tarnish the projects, they would rather lie and give comments which adds weight to the cattle providers.

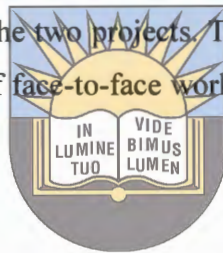


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5.2.1.5 Media and communication usage

Scholars identified three types of development campaigns, past and present namely, persuasion, (referring to changing what people do), education, (for changing social values and informing), and empowering (people to change by increasing knowledge) (Bessette and Rajasundem, 1996; Quebral, 2002; Santucci, 2005). The third empowering approach is perceived as the most useful

unlike all the other two which endeavours to modernize people. Considerable empowering efforts attempt to eliminate inequality by targeting the poorest segments of the society, involving people in their own development, giving them independence from central authority, and employing appropriate development initiatives (Shepherd, 1998). This has an emphasis of meeting basic needs of the local people. As such, this new view regards communication as a catalyst for change. Traditional and new media can be seen to have been utilised in these projects. All projects were as a result of mobilization that was carried out by coordinators. Findings from interviews and focus groups that were conducted from both Nguni and Heifer Cattle Projects showed that there was no use of mass media. Further, the projects were limited to small groups who happen to get it through other informal and interpersonal communication. Meetings are the mostly used methods in the two projects. To a greater extent, the Heifer Cattle Project interviewees highlighted a series of face-to-face workshops that took place in training of farmers.



5.2.1.6 Perceptions about mass media

In trying to establish the access to media among participants, the respondents were asked about their source of news and information to establish if they have information media on varying needs. As a result, various media were mentioned such as, specific publications, electronic communication - internet, electronic newsletters, print media - magazine, newspapers and broadcast media-radio or TV. All respondents reported that they do not have access to most of these new media. Few respondents indicated that radio and TV are the only mass media that they have access to information. The other identified that a problem was that the focus on interpersonal relations underplayed the potential of the mass media in promoting development as participation and process in both Nguni and Heifer Cattle Projects. Little attention was paid to the uses of mass media in participatory settings of these projects, an issue that is particularly relevant considering that population, even in remote areas, are constantly exposed to commercial media messages that stand in opposition to the goals set by programmes. In this perspective, Dagon (2003:2) expresses that in Latin America, "the higher concentration of media houses in fewer hands has resulted in a loss of diversity and quality programming...local programming on social issues has disappeared from private television, leaving room for all kinds of low level and bad taste entertainment that sells well". Similarly, to the South African and Zimbabwean cases a

loss of diversity through commercialization of most mass media resulted, hence development initiatives needs are not broadcasted. The media tools are used in mobilizing poor communities on development and social change with new knowledge. Instead this study suggest Morris (2003) and Bessette, (2004)'s views that local small-scale media such as photography, flip charts, video and audio recordings, theatre, songs, stories, rural radio, and local press can be employed with Nguni and Heifer Cattle Projects.

5.2.1.7 Use of communication strategies

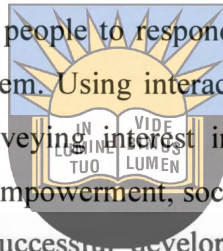
When asked if they ever used communication strategies in the cattle project interaction, some of the respondents indicated the use of group meetings and others interpersonal communication. The respondents were then asked what modern and traditional media are utilised in the community. A key finding for this research, which was to identify messages and mass media strategies, was the minimal use of traditional and modern mass media as prime sources for information about the development projects in the communities under study. While the dissemination of information about agricultural programs varies considerably from one community to the other, information about Nguni and Heifer Cattle Development Projects is routinely available in these communities of the two countries via interpersonal traditional media. Also, the farmers do not use the mass media to acquire pro-Nguni and Heifer Cattle Projects information, and they do not use the internet because they do not have either the income level to afford a computer or the basic skills to use one. Their main source of pro-Nguni and Heifer Cattle Development Projects information, and what ultimately persuades them to act, is information from interpersonal sources – friends, families, projects coordinators, agriculture's government agency and other opinion leaders.

A communication strategy removes doubt, emphasizes planning, and involves all the project participants in raising the visibility of the development initiatives. It is important that these ideas are employed as this can lead to a surge in small community-based projects using theater, music, storytelling, video, photography, and radio to share ideas among local people without the need for external experts (Dagron, 2001). As for Nguni cattle beneficiaries, the project could also be seen as foreign, pushing for certain goals and actions that have not resulted from inside communities. Communication strategies employed by both Nguni and Heifer Cattle

Development Projects did not offer the chance to participate, and implicitly such communication strategies are ineffective. For example, as the level of complexity of the communication strategies (for Nguni Cattle Project) increased, the proportion of those who got interested decreased.

5.2.1.8 Interpersonal communication

This study explains three important factors involved in effective interpersonal communication and without these factors communication cannot occur and these are effective listening, constructive feedback and interactive body language. Effective listening stands out first because if stakeholders do not listen the one communicating cannot communicate effectively. Most importantly, constructive feedback allows people to respond appropriately and convey back to the communicator that they understood them. Using interactive body language draws a fellow communicator into the dialog more, conveying interest in their subject. Drawing from the conclusions articulated by Morris (2005), empowerment, social equity, dialogue, and community involvement will be the indicators for successful development communication of Nguni or Heifer Cattle Projects. Interpersonal communication is the most common approach used in both Nguni and Heifer Cattle Projects since the rural areas are still under developed to accommodate other communication methods. The majority of respondents reported that they do not own any mass media such as radio or TV, in particular those from Zimbabwe.

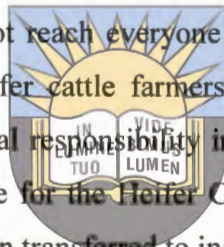


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5.2.1.9 Beneficiaries, alleviation of poverty, roles of the community and financial base

The two projects were different concerning all four components useful for the project's implementation. These are namely, beneficiaries, alleviation of poverty, roles of the community and financial base. In terms of the view on the project beneficiaries, Nguni Cattle Project limits its focus upon request of poor communities who would on their own apply for cattle through extension officers in the area around them. It targets relatively any community or farmers association that wants such projects, which allows for Industrial Development Corporation Trust to offer twelve cattle to liable communities. Projects involve close monitoring by coordinators from the University of Fort Hare's Faculty of Agriculture, these are representatives from IDC Trust. Its strategy is to give a five year period and allow cattle to multiply so that the same number of cattle can be passed to the next community. However, the Heifer Cattle Project is an

initiative that was done by an agricultural extension officer from the government whom after identifying that subsistence farming was a challenge among the poor farmers who did not have cattle sought for an opportunity offered by Lutheran Development Services. After getting the donation from LDS, farmers were trained to rear cattle through the veterinary service agent. Groups of five farmers were made as a “pass on”, and each group was given one Heifer. Farmers were to be given responsibility to take care of the project and to establish practices in their particular group. Heifer cattle subjects have majority whom without doubt have witnessed transformation of their livelihood, unlike the Nguni Cattle Project which is in most of the village and are yet to return the twelve cattle when five years period has reached. As such, the Nguni Cattle Project is fixed on the donor’s method without allowing in flexible decisions. Nguni Cattle Project is a long term benefit that may not reach everyone such that others withdraw without benefiting from it, in contrast, some Heifer cattle farmers have seen the project as poverty alleviation development initiative. Financial responsibility in Nguni Cattle Project comes from Industrial Development Corporation, while for the Heifer Cattle Project it first came from the Lutheran Development Services and later on transferred to individuals.



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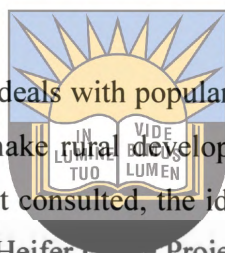
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The uses of the cattle benefited are also quite different, not only because of the differences in the breed type, but also because of the composition of community’s activities in South Africa and Zimbabwe. Nguni cattle farmers use the cattle for traditional and income purposes. As for Heifer farmers, the majority indicate that they need the cattle for subsistence crop farming as well as other various purposes like income generation. In terms of the strategies for participatory development suggested by Cusworth and Franks (1993), Nguni Cattle Development Project represents a clear case of insufficient involvement of the people whose efforts are supposed to be directed to them and the failures to implement the project within budgets or according to the plan. The failure of government and NGOs to acknowledge project failures as a result of lack of local voices in project policy imply recurring of same challenges to development. In terms of the acknowledgement for such a need for great participation put forward by Cooke and Kothari (2001), Nguni and Heifer Cattle Projects largely employ participation only at face value in order to legitimize their interventions. Compared to a modern paradigm of PDC, rural development projects such as Nguni and Heifer cattle initiatives would be classified as relatively relying on top-down traditional model with little knowledge on local people.

Despite the above projects-strategies differences, responses from coordinators to questions about rural cattle project were remarkably similar. According to Bessette (2004), development initiatives relying on participation should be particularly concerned about empowering local people, through building their conviction that they are not permanent victims of any situation. For example, relying on an “extractive process of information, enlisting or mobilizing community support” for centralized projects which are with conceptualized, planned and controlled outside the local environment will not result in livelihood change (Bessette, 2004:14). The two case projects, however, were surprisingly similar in terms of their acknowledgement in the lack of participation emphasis.

5.2.1.10 Local problem, foreign solution

The central argument raised in this project deals with popular participation (involvement of local people) which if not well practiced can make rural development unrealistic. In general terms, respondents claimed that when they are not consulted, the ideas that come to their communities are foreign to them. Therefore, Nguni and Heifer Cattle Projects, to some extent, undermined the importance of local knowledge and the consequences of the interaction between local cultures and foreign ideas (Wainwright and Wehrmeyer, 1998; Manyozo, 2006). As such, Rebick, (2000) and Singh (1994) supported that local people will only participate if they are convinced that their participation will be meaningful and that they will benefit in the long run (Rebick, 2000; Singh, 1994). In addition, Singh (1994) cited an important argument that it is when the needs of the people are met as generated by the kind of participation offered that they will like to cooperate effectively. Findings from both interviews and focus group discussions indicated that the local people in Eastern Cape and Midlands provinces did not start the project. The outsiders observed a need and therefore try to bring a solution, whilst not engaging the local people’s perspectives. For instance, some respondents from one of the Eastern Cape communities (Ntselamanzi) were even not aware of how the Nguni Cattle Project got started. Moreso, coordinators from both Nguni and Heifer Cattle Projects agreed on the fact that the outside stakeholders were the ones who first identified the problems encountered by the local people. The above findings is contrary to Melkote and Kandath (2001), who argued that it is vital for individuals at the grassroots to participate in defining and planning development goals and that local knowledge, cultural and national identity are integrated.



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Moreover, Freire's (1970; 1973) model and participatory models are of the view that a human-centered approach that values the importance of interpersonal channels of communication in decision-making processes at the community level is valuable. Okunna (1995) points out that most of Third World rural settings studies found that marginal and illiterate groups preferred to communicate using face-to-face method rather than through mass media or other one-way sources of communication. The recommendation was that development workers should rely more on interpersonal methods of communication rather than national media and technologies, and that they should act as facilitators of dialogue. Foreign solutions in communication aspects would not be preferred since the resources may not be available in the local communities. The findings show that media and technologies were perceived as foreign to local communities, they should be used to supplement instead of the dominant interpersonal methods in Nguni and Heifer Cattle Projects. The conception of "group media" drew from Freire to call the media that are means for small groups to develop a critical attitude towards the reality of self, the group, community and society through participation in-group communication. Group media has assisted marginal groups to speak to one another, to articulate their thoughts and feelings in the process of community organization (Hamrick, 1996). The following section is a discussion of conclusion reached in this study.



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5.3 MAIN CONCLUSION OF THE STUDY

The participatory development communication model by Besette, (2004) could be implemented in both Nguni and Heifer Cattle Projects. He proposed a participatory development communication model which entails bilateral interchange of knowledge. "Participatory decision making required knowledge sharing between different stakeholders, more specially the "experts" and the "beneficiaries" of development projects." The researcher believes that there are several key lessons from these findings. These findings clearly show that Nguni and Heifer Cattle Projects are facing challenges that need some intervention especially the issue of strategy in planning and implementing. This is an issue which links in with others, particularly participatory principles employed by Nguni and Heifer Cattle Projects namely, low awareness at field level and lack of consultation at decision-making level. On the other hand, communication is one important aspect to consider because there is a need to address poor dissemination of information and implementation of the cattle development initiatives. Also, it is vital to note that

communication facilitate benefit distribution which related to monitoring and evaluation of participation of local communities and their cattle as an ongoing process.

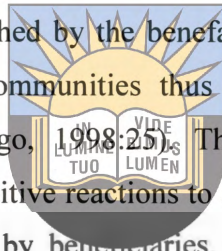
Within the wealth of comments made by respondents, one can identify three main areas of perceived weakness in these development initiatives. Firstly, a lack of information was commonly reported as hindering the development of sound cattle practices. In particular, local beneficiaries and non project participants often stated that they were unaware of Nguni and Heifer Cattle Projects, the processes and partnerships required for such rural development, and locally appropriate communication methods and techniques.

Although there are such challenges faced by Nguni and Heifer Cattle Projects, some farmers especially those who benefited from Heifer Cattle Project have their lives transformed as a result of the projects. Cattle have now become their major source of income generation for survival and they are committed to sustain this project as potential future benefits are guaranteed. Also, using the cattle for subsistence cattle ploughing has helped them to increase their wealth. However, there seems to be a lack of learning opportunities between projects. Some new projects that are brought to the communities of Midlands Province still have challenges of the issues which preoccupy the later in rural development projects. These projects are similar to those that have been discussed in this study. This point highlights the scope for learning by sharing experience between communities.

As decisions of starting development projects cannot function without the beneficiaries, there is a need for initiating projects that are community-driven because unless the demand comes from them there is no successful development. The end of development should improve opportunities for community dialogue and access to information. The existence, role, and scope of participatory development communication continues to be elusive unless project stakeholders value the voice of poor communities. This study found that in an preliminary development effort that are in two of the developing countries (South Africa and Zimbabwe) across the board had no much importance in seeking mutual dialogue with beneficiaries hence, the effectiveness of such cattle farming projects in livelihoods is reduced. Few ever query whether the knowledge is correct, as the government, development agencies and the development expert have the same

idea that they know best the people's problems and what to prescribe as solutions. Little or no attention is paid neither to background or indigenous knowledge nor to the need for active local participation in the conception, design and execution of development projects.

Although some people may claim the situation is improving, the attitude still remains that the development of marginalized communities are ideas coming from the outside while believing to be knowing what is best in affairs of local development. Kasongo (1998:116) maintains that even though some participation by intended beneficiaries is claimed, this is usually "token", "mobilised" or "directed" participation by external agents. As he expresses, "the much publicised participation of the intended beneficiary communities in their development takes but the form of selecting between choices already established by the benefactors. The key decisions regarding what the projects will deliver to the communities thus purported to be in need, remain prerogatives of the benefactors" (Kasongo, 1998:25). This study provides that donors or development providers expect people's positive reactions to a rural development project through methods that are not clearly understood by beneficiaries. Future research building on these findings is encouraged.



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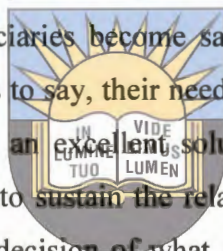
5.4 RECOMMENDATIONS OF THE STUDY

From this study and the previous discussions, the following recommendations are being put forward:

5.4.1 Putting the local people first: project design

Based on principles of participation and the belief that solutions develop collectively are more likely to be successfully sustainable; implemented than those imposed by others. Participation cannot be reduced to people's involvement in the implementation of the projects. Innovation comes about through dialogue and joint problem-solving. One of the central arguments of this study formulated in the proposal was meant to test an explanatory model of participatory development communication which is in particular, the perception about empowerment and knowledge construct stemming from local people traits. The findings lead to interesting conclusions, from which useful implications for rural cattle development emerge.

First, in line with authors such as Freire (1970), Cornwall (2000), Quebral (2002) or Bessette (2004), amongst others, the research found a direct positive relationship between perceived benefit and involvement. Importantly, one should learn to distinguish between genuinely good development programmes and mere hype. It can be affirmed that the more the local people are active in all stages of cattle development project, the more positive they will be. For instance, both Nguni and Heifer Cattle Development Projects must encourage bottom-up and demand-driven programs, and the involvement of local communities from the outset. This means that, on the one hand, an active local community will have a higher likelihood of portraying positive image and recommending their ownership to other people. It can be derived that perceived benefits positively impact participation of grassroots in both Nguni and Heifer Cattle Projects. Hence, in order to make beneficiaries become satisfied, development providers and practitioners should start with them; that is to say, their needs should be considered or exceeded by sharing the approach they expect and an excellent solution. On the other hand, involved beneficiaries will have a higher intention to sustain the relationship, despite the monitoring of project coordinators and thus, places the decision of what development is in the hands of the community itself.

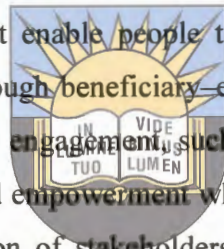


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5.4.2 Stakeholders engagement strategy

The results of this study further demonstrate that bringing different stakeholders have a great impact on the success of development projects, as the literature on this construct proposes (for example, Chambers, 1997; Melkote, 2000; Bessette, 2004; Dagron, 2004; amongst others). All stakeholders ought therefore to gain from efforts of working together it will then be easier to link local service provision with local needs, as it enhances the relevance of development project initiatives in the line of flexibility and provision of possible resources. There is a need to establish indicators which measure the progress and impact of the communicational component on the initiatives. To this end, it is crucial that formative research and a base line be secured prior to the design of any project and that they may identify and provide a diagnosis of the initial situation. This would lead to a decrease of dictatorship of experts, unrealistic assumptions about the cattle project and conflict resolution in which misunderstanding among beneficiaries during cattle distribution especially in the case of Heifer Cattle Project.

Following the model by Bessette (2004), this research proposes to build strategies that would facilitate dialogue and complementary context of mutual knowledge sharing among all stakeholders. For instance, it would be recommendable to have the presence of local people in decision-making, project design, implementation and evaluation. This enhances interacting with experts and the desire to establish relationships with them (White, 2003). A participatory process allows people to come through it with newly acquired skills and a sense of being in control. Involvement of different stakeholders may be particularly useful as dialogical strategy because they can be educative if literacy levels are low or if there is limited information, then participation cannot be misused by some groups for personal gains at the expense of the disadvantaged, at least in the long run. In fact, De Beer and Swanepoel (1998) state that participation in development project must enable people to reach concrete goals while their capacity for self-reliant action is built through beneficiary-expert interaction. There are several strategies aimed at developing stakeholder engagement, such as using consultation, information sharing, collaborative decision-making and empowerment which helps them to be aware of their communities' preferences. The formulation of stakeholders' engagement may be fostered by stakeholder support for assistance and reduces challenges during implementation. For instance, complementary socio-political environments need to be established so that there is an opportunity for effective interactions.



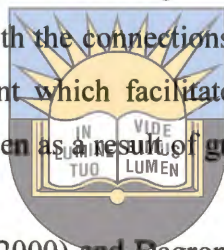
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Such a strategy aimed at building relations that works with local people may be more complex or difficult to carry out in all communities of the Nguni and Heifer Cattle Projects. Thus, in line with the views of Bessette and Rajasundem (1996) and Manyozo (2006), this study suggests the adoption of mass media such as radio broadcasting to allow stakeholders to interact with each other at a large scale. The use of mass media may help exchange of ideas by various community stakeholders and use that information to build a relationship.

5.4.3 Transparency of benefits and methodology

Other contributions are those related to the role played by the contemplated methodological issues in determining transparency, perception of stakeholder relational benefits and sustainability. A need for clarity has turned out to be an important determinant of transparency, stakeholder accountability proneness and active loyalty. Moreover, it has indirect outcomes of

local development should transparency fail. Having such a project where lack of partnerships among stakeholders is felt while understanding of the local community by the development agents and the improvement in service delivered to the community could be considered as insignificant (Chambers, 1997). This implies that, in the case of a wrong methodological approach such as top-down (diffusion approach), a higher need for transparency will lead to a higher sense of hope derived from the increased relationship. As such, a two-way flow of information which involves the effective use of both top-down and bottom-up (as well as lateral) communication should be employed. It assumes that programme or project formulation begins with the beneficiary groups and it uses consultation, co-ordination, collaboration, co-operation, feedback, information-sharing and decision-making. Thus, the donors should foster communication between farmers, along with the connections with experts previously suggested; for example, by designing an environment which facilitates communication. This strategy is helpful in curbing conflicts that could happen as a result of greediness among stakeholders.



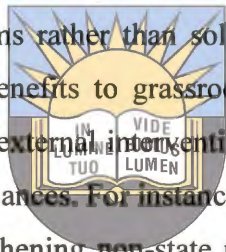
Thus, the research agrees with Cornwall (2000) and Dargon (2004) that donors should not take local people for granted, but actively seeks another approach to development that tries to involve communities not individuals alone. This is the perspective of transparency, a process of first valuing indigenous knowledge to external knowledge, then actively balance both the internal and outsiders' contributions and consider that local people are not passive to their own development. If the suggested methodology in the projects pays attention to the above mentioned elements, it will propagate fruitful and realistic relationships of which this may lead to a number of conflict prone relationships being dealt accordingly. For example, local citizens will actually have control over their development.

5.4.4 Conflict resolution in some project areas to reduce tension

The findings also show that if unmonitored carefully, projects for development may increase conflict or tension among local communities. That is to say, communities which are having social or political tension need to be engaged in rebuilding relationships. Identifying such threats would allow determination of the support that is most likely to be retained for reunion of various groups. A further consideration is that, since the need for socio-political affiliation leads to a higher level of freedom, as pointed out, if the project provider identifies those loopholes with a high need for conflict resolution, a mediation role should be played to amalgamate the society.

This is the reason Besette (2004) suggests a need to identify different groups in the community and group them accordingly. This means that the needs of each group of people are taken as unique without generalization by taking for granted that external sources know better the problems of disadvantaged individuals. As such, project providers might consider undertaking survey research on these aspects and integrate it along with the established knowledge. As argued by Besette (2004) in the third step of the model, involving the community, identifying the different should be done to win stakeholder cooperation. This need involve no assumption that these conflicts will just end but deliberation to change attitude must take place.

As such, without understanding some important aspects of local communities, conflicts can arise when development projects cause problems rather than solving them. For instance, if project providers do not equally distribute the benefits to grassroots jealousy may arise among the community. Most conflicts are a result of external interventions since they have the potential to change existing relationships and social balances. For instance, there is a growing appreciation of the importance of recognising and strengthening non-state mechanisms for resolving disputes. This may involve building upon existing community-based models, some may have been operating for a long time in parallel with government court systems, whilst some of which may be of more recent origin. Depending on the intensity of the problem which resulted in conflict, exploring and creatively building upon such civil society alternatives may prove the most promising route to reducing the burden on court systems and to ensuring accessible dispute resolution mechanisms that are made with the norms, customs and language of the disputants. Nevertheless, as the research have stated before, the provision of external interventions for the local citizens could fail to fulfill resolution unless such need for change respects communities' way of life.

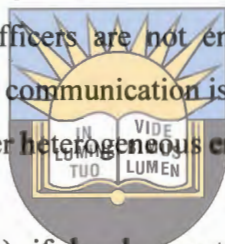


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5.4.5 Use of media tools in a participatory way

The findings of this study identify problems in the use of media for socio-economic empowerment. These problems are associated with dissemination and utilisation of knowledge and access to knowledge, and the interactions between modern and traditional knowledge. Media is known for its ideological usage since the past decades in many developing world. Again, as a mouth piece of the ruling class, one can identify that in the past, media was employed as a tool

for propaganda which is described as the rule of the day against the ruled. With the rise of capitalism, modern day marked media as an instrument used for commercial purposes leaving the poor without access to the media. Thus, questions such as popular participation, institutional development, and social and economic empowerment have begun to figure prominently as promising new avenues for development thinking. Consequently, each of these issues has important implications in the 21st century. However, poor citizens often need help to define their own problems, reach consensus among themselves and build up their self-confidence before they can express their ideas to the urbanized specialists. Communication activities should be used to empower farmers in this way. Such an intervention requires first, interpersonal communication, and the extension agents are the obvious personnel already in place for this. However, it is realised that the agricultural extension officers are not enough personnel hence the role of communication practitioners. Interpersonal communication is not enough but, the use of media in broad sense can facilitate dialogue in a larger heterogeneous environment.



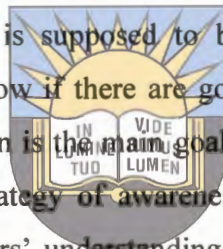
As argued by Melkote and Steeves, (2001), if development has to take place in a country, the people have to be liberated first. On the same note, Friere (1970) acknowledges that conscientisation of the masses in this case through information dissemination is the key to achieving success in development. Mass communication has the advantage that it can reach a large number of people cheaply, but it is well-known that it has a limited effect on behaviour change. The combination of mass communication and interpersonal communication is usually more effective. Manyozo (2006) argued on the use of radio as an effective potential tool for development as the most popular media in rural Africa, but also that it is still underdeveloped as a participatory communication tool. For instance, although the highest income groups rely also on radio, in both South Africa and Zimbabwe, radio is widely available and affordable mass media for disadvantaged population. Mass communication might create interest in a new idea, but few people will adopt this idea unless they have discussed it first with somebody in whom they have confidence. Nevertheless, this cannot be achieved if government leaders are not willing to embrace such development and prepare to withstand the challenges. For this reason, communication media such as radio should be engaged in development projects at both micro and macro levels. The advantage of using radio is traced back to its availability. Defining of the dynamics between the goals, the ideology, and the creative ownership plays a vital role to media

decisions. Understanding how media can be selected and how various types of media are perceived and used within communities helps to select what is best for poor target audience. With respect to Morris (2003) and Bessette, (2004), local small-scale media such as photography, flip charts, video and audio recordings, theatre, songs, stories, rural radio, and local press can be employed. Applying such communication tools to development emphasises the human element and, especially in a climate of social change, communication can support development in ways that are both known and new.

5.4.6 Awareness of the development initiatives

Evaluating the rural development's level of awareness has highly been undermined. Awareness of and concern for development issues is supposed to be widespread across the intended communities so that local people may know if there are government groups and organisations already involved. Since poverty eradication is the main goal of rural development projects, it is imperative therefore, to build on this strategy of awareness and to inject a greater sense of buoyancy and of progress into stakeholders' understanding of development. It is only through consultation strategies that experts and intended beneficiaries should be integrated. In this scenario of raising awareness, communication processes should not aim at transferring recommendations to farmers, but at integrating the knowledge of farmers, extension agents and researchers. Only by using the knowledge and intelligence of all of them can projects develop good solutions to the present problems in Eastern Cape Province and Midlands Province's agriculture. To exploit agriculture's full potential is an enormous challenge as the future of rural development depends on meeting that challenge successfully.

Indeed, this process can have a future as an integrated local planning tool, providing a bottom-up approach to identifying agricultural communication needs, the possible actors and channels through which information can be shared, and the information demands to which government or NGOs need to pay attention (Bessette, 2004). To a greater extent, the need for a policy decision to create such awareness as "people first" approach must be tackled as the most vital issue (Leeuwis, 2004) in both of the development projects contexts. Agricultural stakeholders at large may need to be more fully aware of the communities' situation, the value of indigenous farming knowledge and the reasons underlying requests from the local people, in order to create appropriate initiatives. Caution must be taken when considering plan and the implementation of



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PDC framework whereby participation may be perceived as a process to allow stakeholders to voice grievances, not as a mechanism for them to look for ways to overcome these problems (Bessette, 2004). Conclusively, the process of awareness creation requires communication techniques which can provide stakeholders with information directly from the communities on human factors, such as farmers' attitudes and functioning conditions, and, to some extent, on the physical aspect. In other words, communication is the basis for creating awareness, consensus building, making informed decisions, resolving conflicts, and generating participation in the process of change and development (Quebral, 2002).

5.4.7 Communication for better agricultural knowledge and information exchange

Based on the principle that only with communication will the project beneficiaries become the principal actors to make development programmes successful (Bessette, 2004), it is difficult to achieve a link needed between research, extension officers and farmers. The past decades witnessed the agricultural knowledge and information exchange developed by researchers and disseminated by extension officers has not always been relevant to the farmers' situation. For instance, with the introduction of technology system, farmers have considered the technology to be inappropriate to their needs and capacities (Dagron, 2004). Dagron (2004) argues on the various challenges that result from the so-called strategy of transfer of technology and new information to the intended end users (Röling and Jiggins, 1998). Despite the criticisms paused by authors such as Röling and Jiggins (1998) today, developing countries are experiencing various economic pressures and shortfalls, and find the costs of large research and extension services difficult to bear. As a result, better agricultural knowledge and information exchange systems that will be technically effective, cost-effective and people-effective are being sought. For better agricultural knowledge and information exchange, communication would be an integral component in facilitating stakeholders' mutual goals.

A better agriculture knowledge and information system would correctly identify, sort and match the needs and existing technical know-how of all three groups involved: farmers, extensionists and agricultural researchers. As a result, appropriate technology packages could be developed and disseminated, and would probably be rapidly adopted because of the farmers' contribution in developing them. Consequently, it should also be the subject of exchanges and discussions with

the other stakeholders, such as community members, who participate in these activities (Bessette, 2004). Managing the communication of a project requires a clear understanding that without effective communication between all stakeholders, additional elements of risk are introduced which could affect successful completion of the project within its allocated budget and timeline. Participatory development communication values local and modern knowledge needs integration.

5.4.8 Training in participatory communication constructs

The message of rural development initiatives can become blurred by different agendas and competing priorities in a capitalistic society. While different approaches will work with different audiences, it is hard to identify a single clear and core message underlying rural development exertion. Collaboration is not that much easy therefore, there is a need to plan for training in PDC for potential partners. Training the network of rural development coordinators, including extension officers, might be another requirement, since the use of communication media with rural communities should be complemented by good interpersonal communication (Leeuwis, 2004). The extension officers and field workers should also learn how to gather feedback from rural communities in order to inform the trustees of development initiatives. Such a work relationship provides a new role and responsibility, for coordinators which deepen their commitment to achieving sustainable results. Accordingly, the governmental partner should also be trained in participatory development communication's methodology or concepts. Emphasis on these stakeholders is put as recognition that they are the ones who work much closer with local people.

More often than not, extension officers working close to such rural development projects would need to be transformed into development agents who can use communication skills and materials more effectively with farmers. In preference to teaching agricultural techniques alone, these development agents would have to learn how to promote dialogue among farmers, to help them identify their needs and build their sense of being a group taking action. As mediators in the process of information exchange, agricultural officers should take prime responsibility for selecting and interpreting the farmers' information to pass on to agricultural researchers and, vice versa, for disseminating the results of research to the farmers (Leeuwis, 2004). To reduce

community tension and conflict, the research proposes the reorientation and training of extension officers to provide them with adequate communication skills and materials.

5.4.9 Participatory development communication as long term approach

In reality, introducing participatory development communication (PDC) within existing development initiatives is not an easy assignment (Bessette, 2004). This study conceptually establishes rural cattle project and empirically demonstrates the development effect of true empowerment on local citizen-based outcomes. This finding strengthens the PDC literature and establishes a baseline study for future empirical research. Thus, consultation and participation in the development process requires time, resources, appropriate incentives, and careful and respectful listening. Although critics could see the need to consider all mentioned factors as disadvantage yet, it is what makes PDC long term based outcome (Hornik, 1988; Bessette, 2004). Participation of masses supports poverty reduction by creating more effective, equitable, and sustainable activities. Consequently, people develop a sense of ownership, pride, and commitment to an activity when they work together to assess their resources and problems. Further, it helps poor citizens to provide possible solutions, select criteria for evaluating various options, choose the best course of action and then formulate, and act on plans for initiating, managing, monitoring, and evaluating a shared project, program, or policy change (Fraser and Villet, 1994; Bessette, 2004; Manyozo, 2006). In this model, stakeholders provide important feedback information about the progress of projects through regular, face-to-face contact with participants. These practices function as a sort of transmission belt for making sure that community issues are addressed and that members have a voice in deciding future courses (Rebick, 2000).

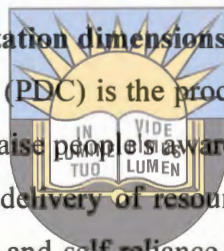
Acting in response to critics of PDC who were impatient with obtaining results, participatory approaches suggested that development communication requires a long-term perspective that is usually missing among funding agencies and governments interested in getting quick results and knowing whether efforts pay off (Melkote, 2002). Contrary to their view, participatory theorists turned the fact that criticisms about timing and impact to their critics, arguing that the so-called problems of participatory approaches in showing results did not originate in the model but in how organizations approach development communication (Melkote, 2002). The so-called short-

term projects are usually prone to be terminated according to different considerations making it difficult to promote participation and examine the results of interventions in the long run. Thus, manipulation of local or poor people is highly preferred if short term strategies are employed. In this regard, the interests of funders and politicians, who are urged to demonstrate effectiveness of investments, ran against the timing of participatory development communication projects. For the expectations to be possible, NGOs, funding agencies and other actors involved needed to be sensitive to the fact that grassroots projects cannot be expected to generate results in the manner of top-down interventions (Bessette, 2004). Neither community development nor empowerment fit the timetables of traditional paradigms.

5.4.10 People's participation and mobilization dimensions

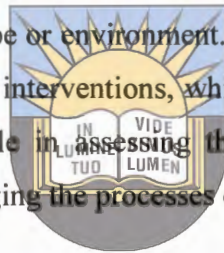
Participatory development communication (PDC) is the process of bringing together all feasible and practical inter-sectoral social allies to raise people's awareness of and demand for a particular development programme, to assist in the delivery of resources and services and to strengthen community participation for sustainability and self-reliance. Indeed, the much needed dialogue requires face-to-face work within the community. This dialogue can be enhanced by understanding how development issues affect them, discovering what people think in other communities and seeing what other communities have successfully achieved. These are effective methods to help people reach a consensus and find common grounds for action, based on their own needs and capabilities. Moreover, a successful mobilization must be built on the basis of mutual benefits of partners and a decentralized structure. The more interested the partners are, the more likely that a project of development can be sustained over time. This approach does not require that partners abandon their own interests and perceptions on a given issue but encourage them to join together around a certain problem. A point worthy of consideration is the incorporation of a participatory approach to development activities.

Bessette (2004), for instance, underscores the importance of the design and development of complementary and feasible mobilization approaches that capitalise on having deep user and stakeholder involvement throughout all stages of development projects: planning, implementation, monitoring and evaluation. The author adds that promoting community self-organisation is only practical when donors or service providers have the necessary resources to



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presume all of their responsibilities. Basing on Bessette (2004)'s argument on the concept of participatory development communication (PDC), the community should be encouraged to participate in development initiatives through a strategic utilisation of various communication strategies. Hence, Bessette (2004), also points out an important factor that should be considered in a two-way communication process. This is to identify communication tools already in use in the local community, for instance mass media (newspapers, radio, and television), traditional media (storytelling, theatres, and songs), "group" media (video, photographs, and posters) and community media such as short-range rural radio broadcasting. On the aspect of mobilization the study concludes that there is a strong co-relation between the levels of participation of the community members, types of communication media used and accessed, information seeking behavior, and the socio-economic landscape or environment. This points to the need to create an alternative framework for communication interventions, which is truly people and participation oriented. It must involve the local people in assessing the nature of the problem, defining priorities, formulating solutions and managing the processes of development.

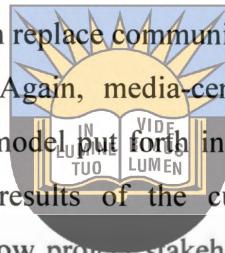


5.4.11 Effective convergence of mass media and interpersonal communication

In the current successful development interventions, practitioners are required in value blending of media channels and interpersonal communication. Basing on such background on powerful media effects that dominated development communication in the past, current interventions presume the importance of merging media and interpersonal channels as successful interventions (Hornik, 1989). There is need to integrate forms and means of multimedia and interpersonal communication. However, neither mass nor popular nor interpersonal communication should be neglected. Their use must be integrated and synergistic. In other words, putting together communication tools and systematically aligning to the same purpose of development, enhances diversity in reaching out individuals as well as the scattered population. One of the most powerful aspects of the media is its ability to set the public's agenda. That is, the media shapes what people view as important in the world, and it identifies and defines concerns, issues and problems. This is another form of building awareness. The public, however, may not agree with the conclusions reached by the media about how to resolve these concerns (Severin and Tankard, 1988). Most importantly, the media is significant in raising awareness and knowledge about a given problem. Further, media exposes large amounts of people to messages and engender

conversation among audiences and others who were not exposed (Manyozo, 2006). Hence, other forms of two-way communication may be needed to persuade the public to adopt a different behavioural approach, for example, to value farming.

Despite its importance, media on its own cannot function effectively hence the need for another form of communication. In this regard, social learning and decision-making depends mainly on exchange of opinions with a number of different sources (Bandura, 2004). Likewise, information given through the media is also important in raising awareness and knowledge sharing as integrated into peer conversations and in contacts with field workers. According to McKee (1992), interpersonal communication and the actions of community workers account for much of the success of several projects. Nothing can replace community involvement and education in the effective dissemination of information. Again, media-centered models are insufficient for behavior change. McKee argues that the model put forth in this research contributes in several ways to the research community. The results of the current study are also relevant to practitioners. Such an approach would allow project stakeholders to compare specific types of communication that countermeasures in use by their goals, enabling them to gain insight into how effectively they are reaching the desired objectives. The convergence of mass media and interpersonal communication approach could be used by rural development projects prescriptively to gauge their current communication effectiveness.



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5.4.12 Resources considerable for effective development

As evidenced by the contributions to this research, the repertoire of concepts and ideas in this field has increased significantly, although there is still a long way from having a comprehensive account of the ways to get land issue addressed first. The extent to which indigenous people were dispossessed of their land by whites in South Africa under colonial rule and apartheid has no parallels on the African continent. Since the advent of democracy in 1994, issues at the heart of the land question in South Africa are how to reverse this phenomenon and how a large-scale redistribution of land can contribute to the transformation of the economy and the reduction of poverty, both rural and urban. The Land Question in South Africa debates these issues against the backdrop of a land reform programme that made limited headway in the first decade of South Africa's democracy. In line with South African agriculture systems, land issue may raise

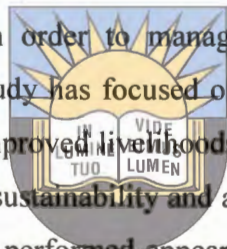
aggregate output and have a positive long-term impact on poverty, but this need to be implemented in a cost-effective and non-politicized manner. Given initially the inequitable land allocation, projects such as rural cattle farming should provide campaigns with a communication model strategy consisting of increased dialogue with cattle-owning communities, with the government intervention policies of land affairs. However, issues of land tenure should always be considered in the project design to reduce the unavoidable challenges it can cause among farmers. There is therefore a need to understand communication's involvement as an interdisciplinary contribution. Communication tools employed should not be regarded as an end, but rather as a means that facilitate the process of dialogue, negotiation, and consensus in which multiple actors at different levels and from different disciplinary backgrounds are involved in the initiatives for development. With a communication effort growing in so many places, it may be word-of-mouth (by local poor citizens), multiplied by millions, that in the end chases poverty out of Eastern Cape Province and Midlands Province.



5.5 LIMITATIONS OF THE STUDY AND DIRECTIONS FOR FUTURE RESEARCH

In order to truly understand and be able to model the relationship between popular participation and empowerment, there is a need to examine each element from different perspectives. Bessette (2004) discusses “involving the people” concept and suggest the idea of different levels of engaging various stakeholders on common problem and solution. These factors that helped successful intervention in development initiative can be summed up to include, communication for dialogue, social complimentary environment, and resources availability. The model put forth in this dissertation could be expanded in order to accommodate in-depth level of engagement where communication, empowerment and innovation effectiveness are all evaluated by examining each from an extensive level. More subjects may need to be considered to gain more reasons for the failures of some aspects of rural development in the developing world. Such an approach could help further refine the understanding of the dimensionality of rural development project effectiveness. For practitioners, it can provide a more thorough understanding of community's voice and provide aspects that can be used to effectively communicate with different stakeholders within and across donor organizational boundaries.

This research has certain limitations and consequent opportunities for further investigation. First, the results obtained are bound to the sector selected for the empirical study: the rural cattle development provided by Industrial Development Corporation Trust in Eastern Cape and Lutheran Development Services in Midlands respectively. It would be interesting to apply this same model to other projects in rural areas with similar characteristics in order to determine the role that each of the constructs contemplated would play. For instance, examining how similar would be the described model in the development approach provided by other international donor funded in rural context. Second, this research has been done within a limited timeframe and with little resources and it would be desirable to carry out a much longer investigation using the same subjects as the unit of study. This way, it could be seen if the reflected constructs, and the actions that have been suggested in order to manage them, really lead to successful intervention in the long run. Third, the study has focused on the stakeholders, and it would be desirable to analyze if there is a link for improved livelihoods, so that the development providers can influence on the factors impacting on sustainability and achieve better outcomes. Fourth, the geographical area in which the study was performed appears narrow since it is confined to the population of a single province in South Africa and Zimbabwe. The reason for choosing this limited area lies on the exhaustive questionnaire used in the study (of which this research forms a part) which required very intensive personal and focus group interviews to be carried out. Also, the use of research assistants due to local language barriers could affect the type of results attained. However, the researcher used other methods such as observation and follow up questions to counteract such challenge.



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A final limitation and research opportunity arises from the exploratory nature of the study, given the merging of constructs and relationships between them which have hardly been addressed (and even not addressed at all) in the field of development communication. This limitation opens up an attractive line of research, which enables research to go even deeper into “strings attached” to projects benefits to find out if they are an ideological stigma to widen the gap between the “haves” and “have-nots”. For instance, how would the influence in Bessette (2004)’s model in the inclusion of other development ideas and further perception of relational benefits. The answer to these questions could contribute to both literature and practice on the relationship between empowerment and communication for social change.

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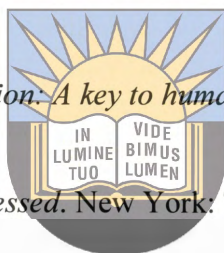
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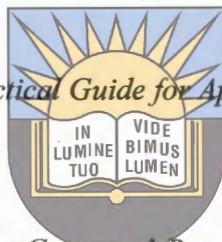
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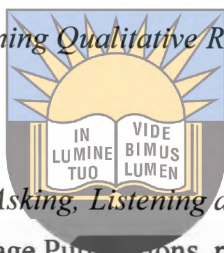
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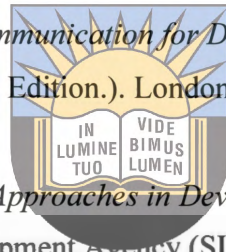
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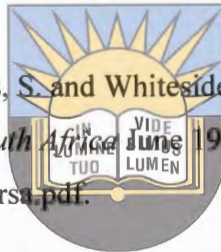
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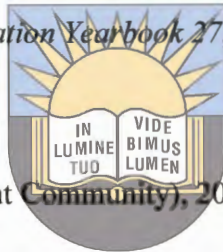
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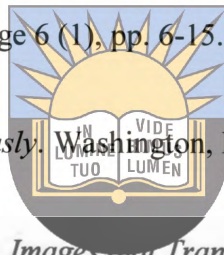
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ADDENDUMS

Addendum 1: INTERVIEW QUESTIONS GUIDE-For the Nguni Cattle Project coordinators

I request your participation in the following way:

I would like to interview you and talk about:

which participatory development communication tools and strategies are applied in the Nguni cattle project and what are their aims and objectives, how communication activities are applied, and how you participate in them what problems and issues arise when applying participatory communication in the projects.

Your interview will take about 45 minutes and we will meet at a place of your choice. I will audiotape the interviews and will transcribe them (typing the conversation out) later. All features that could identify you will be removed and the tapes used will be erased once the transcription is done.



1. Tell me why and how the Nguni cattle project got started. (Prompts: How was the problem/opportunity recognized? When? By who?)
2. What is the history of that local community? (Prompts: How could we identify and describe the different groups composing the local community? Who are the different groups composing it and what are the main characteristics of those groups? What of the relations between them? What is its social, political and administrative organization?)
3. How does this local community relate to the different orders of authority at the local, regional and national level? (Prompts: What are the major power relations and existing or latent conflicts in the community?)
4. What are the main socio-economic activities? (Prompts: about health and education? Beliefs and culture? How does Nguni cattle project affect jobs and incomes in the village? Have the project resulted in the improved provision of job seeking and employment?)
5. What are your/the main customs and beliefs regarding the research team or practitioner's point of interest? What are the main customs and beliefs concerning the management of the research or development intervention?
6. What are the main development problems and the main development initiatives? How would you describe your relationship with your community/project initiator/donors? (What sort of support did the project provide? What sort of guidance did it give? What sort of feedback did it

give? How did the project make you feel about your abilities as a farmer/coordinator? What sort of issues or concerns did you discuss when you met together with your community/donors/project initiators?)

7. From your experience what do you think can be done to farmers and communities in providing development through existing wealth of indigenous knowledge? What do you think can be done to improve the livelihood in this project?

8. What are the effective interpersonal channels of communication: views expressed by opinion leaders or exchanged by people in specific places and the institutional channels (local associations or institutions which play an important role in circulating information) that are used locally by people to exchange information and points of views?

9. What modern and traditional media are utilized in the community?



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Addendum 2: INTERVIEW QUESTIONS GUIDE-For the Heifer Cattle Project coordinators

I request your participation in the following way:

I would like to interview you and talk about:

which participatory development communication tools and strategies are applied in the Heifer cattle project and what are their aims and objectives, how communication activities are applied, and how you participate in them what problems and issues arise when applying participatory communication in the projects.

Your interview will take about 45 minutes and we will meet at a place of your choice. I will audiotape the interviews and will transcribe them (typing the conversation out) later. All features that could identify you will be removed and the tapes used will be erased once the transcription is done.



1. Tell me why and how the Heifer cattle project got started. (Prompts: How was the problem/opportunity recognized? When? By who?)
2. What is the history of that local community? (Prompts: How could we identify and describe the different groups composing the local community? Who are the different groups composing it and what are the main characteristics of those groups? What of the relations between them? What is its social, political and administrative organization?)
3. How does this local community relate to the different orders of authority at the local, regional and national level? (Prompts: What are the major power relations and existing or latent conflicts in the community?)
4. What are the main socio-economic activities? (Prompts: about health and education? Beliefs and culture? How does Heifer cattle project affect jobs and incomes in the village? Have the project resulted in the improved provision of job seeking and employment?)
5. What are your/the main customs and beliefs regarding the research team or practitioner's point of interest? What are the main customs and beliefs concerning the management of the research or development intervention?
6. What are the main development problems and the main development initiatives? How would you describe your relationship with your community/project initiator/donors? (What sort of support did the project provide? What sort of guidance did it give? What sort of feedback did it give? How did the project make you feel about your abilities as a farmer/coordinator? What sort

of issues or concerns did you discuss when you met together with your community/donors/project initiators?)

7. From your experience what do you think can be done to farmers and communities in providing development through existing wealth of indigenous knowledge? What do you think can be done to improve the livelihood in this project?

8. What are the effective interpersonal channels of communication: views expressed by opinion leaders or exchanged by people in specific places and the institutional channels (local associations or institutions which play an important role in circulating information) that are used locally by people to exchange information and points of views?

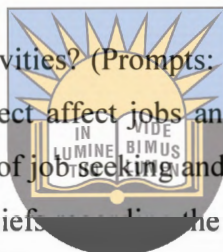
9. What modern and traditional media are utilized in the community?



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Addendum 3: INTERVIEW QUESTIONS GUIDE-For the Nguni Cattle Project beneficiaries

1. Tell me why and how the Nguni cattle project got started. (Prompts: How was the problem/opportunity recognized? When? By who?)
2. What is the history of that local community? (Prompts: How could we identify and describe the different groups composing the local community? Who are the different groups composing it and what are the main characteristics of those groups? What of the relations between them? What is its social, political and administrative organization?)
3. How does this local community relate to the different orders of authority at the local, regional and national level? (Prompts: What are the major power relations and existing or latent conflicts in the community?)
4. What are the main socio-economic activities? (Prompts: about health and education? Beliefs and culture? How does Heifer cattle project affect jobs and incomes in the village? Have the project resulted in the improved provision of job seeking and employment?)
5. What are your/the main customs and beliefs concerning the research team or practitioner's point of interest? What are the main customs and beliefs concerning the management of the research or development intervention?
6. What are the main development problems and the main development initiatives? (Prompts: What do you think is good or bad about the project? What are the opportunities and challenges you face? What were your feelings when you learned you had to be part of the Nguni cattle project? (*Any negative feelings? Any positive feelings?*) What was your understanding of the purpose of the Nguni cattle project? What did you expect to get out of the project? To what extent were your expectations accurate?
7. From your experience what do you think can be done to farmers and communities in providing development through existing wealth of indigenous knowledge? What do you think can be done to improve the livelihood in this project? What do you think can be done to improve the livelihood in this project?
8. What are the (effective interpersonal channels of communication: views expressed by opinion leaders or exchanged by people in specific places) and the institutional channels (local associations or institutions which play an important role in circulating information) that are used locally by people to exchange information and points of views?



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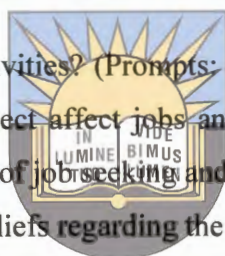
9. What modern and traditional media are utilized in the community? (Are there any communications tools used? Which media is used to communicate information? Are there any communications tools used? How do you communicate, face to face, phone, email, etc.? Constraints to effective communication, opportunities and suggestions for improving project communication)?



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Addendum 4: INTERVIEW QUESTIONS GUIDE-For the Heifer Cattle Project beneficiaries

1. Tell me why and how the Heifer cattle project got started. (Prompts: How was the problem/opportunity recognized? When? By who?)
2. What is the history of that local community? (Prompts: How could we identify and describe the different groups composing the local community? Who are the different groups composing it and what are the main characteristics of those groups? What of the relations between them? What is its social, political and administrative organization?)
3. How does this local community relate to the different orders of authority at the local, regional and national level? (Prompts: What are the major power relations and existing or latent conflicts in the community?)
4. What are the main socio-economic activities? (Prompts: about health and education? Beliefs and culture? How does Heifer cattle project affect jobs and incomes in the village? Have the project resulted in the improved provision of job seeking and employment?)
5. What are your/the main customs and beliefs regarding the research team or practitioner's point of interest? What are the main customs and beliefs concerning the management of the research or development intervention?
6. What are the main development problems and the main development initiatives? (Prompts: What do you think is good or bad about the project? What are the opportunities and challenges you face? What were your feelings when you learned you had to be part of the Heifer cattle project? (*Any negative feelings? Any positive feelings?*) What was your understanding of the purpose of the Heifer cattle project? What did you expect to get out of the project? To what extent were your expectations accurate?
7. From your experience what do you think can be done to farmers and communities in providing development through existing wealth of indigenous knowledge? What do you think can be done to improve the livelihood in this project? What do you think can be done to improve the livelihood in this project?
8. What are the (effective interpersonal channels of communication: views expressed by opinion leaders or exchanged by people in specific places) and the institutional channels (local associations or institutions which play an important role in circulating information) that are used locally by people to exchange information and points of views?



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9. What modern and traditional media are utilized in the community? (Are there any communications tools used? Which media is used to communicate information? Are there any communications tools used? How do you communicate, face to face, phone, email, etc.? Constraints to effective communication, opportunities and suggestions for improving project communication)?



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Addendum 5: FOCUS GROUP QUESTIONS GUIDE-For the Nguni Cattle Project beneficiaries

The group will meet for 90 minutes. Timeframes (i.e., starting and ending) will be strictly honored.

1. Tell me why and how the Nguni cattle project got started. (Prompts: How was the problem/opportunity recognized? When? By who?)
2. There's been a lot of discussion about the importance of having development initiative to help poor people in the communities and lower the gap between "the haves and have nots." Do Nguni cattle project have a role to play in providing such development for parents and the community? (Prompts: Are there possible partnerships with other agencies working on the same problem?)



3. What are the strengths of the Nguni cattle project? (Prompts: How well is the current project working? Is the Nguni cattle project effectively meeting your needs? How do you feel about the whole project? What challenges and issues are you seeing in your local community? What has successfully worked for your local community in the past to address these challenges and issues? What are the challenges facing individuals and families?)
4. What is your best source of news and information about the community? (About the development projects?) Specific publications? Electronic communication – Internet, electronic newsletters? Print media –Magazine, newspapers? Broadcast media-radio or TV? (Prompts: Which are the most credible sources for you? Do you receive the information you need to perform your farming duties? What additional information would you like to receive? What is the best way for you to receive information? Do you receive information about the Nguni project's decision-making processes?)
5. In the Nguni cattle project, are you communicated with in a manner that makes you feel valued and respected or as owners? How are you most comfortable communicating with the district? What one thing could the Nguni cattle project do to improve communication? What is the greatest communication challenge facing the Nguni cattle project in the future?

6. What do you think the Nguni cattle project's current image is in the community? Are there areas that need improvement?

7. Are there other needs that should be addressed in this Nguni cattle project?

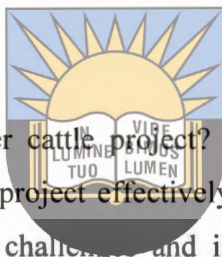


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Addendum 6: FOCUS GROUP QUESTIONS GUIDE-For the Heifer Cattle Project beneficiaries

The group will meet for 90 minutes. Timeframes (i.e., starting and ending) will be strictly honored.

1. Tell me why and how the Heifer cattle project got started. (Prompts: How was the problem/opportunity recognized? When? By who?)
2. There's been a lot of discussion about the importance of having development initiative to help poor people in the communities and lower the gap between "the haves and have nots." Do Heifer cattle project have a role to play in providing such development for parents and the community? (Prompts: Are there possible partnerships with other agencies working on the same problem?)
3. What are the strengths of the Heifer cattle project? (Prompts: How well is the current project working? Is the Heifer cattle project effectively meeting your needs? How do you feel about the whole project? What challenges and issues are you seeing in your local community? What has successfully worked for your local community in the past to address these challenges and issues? What are the challenges facing individuals and families?)
4. What is your best source of news and information about the community? (About the development projects?) Specific publications? Electronic communication – Internet, electronic newsletters? Print media –Magazine, newspapers? Broadcast media-radio or TV? (Prompts: Which are the most credible sources for you? Do you receive the information you need to perform your farming duties? What additional information would you like to receive? What is the best way for you to receive information? Do you receive information about the Heifer project's decision-making processes?)
5. In the Heifer cattle project, are you communicated with in a manner that makes you feel valued and respected or as owners? How are you most comfortable communicating with the district? What one thing could the Heifer cattle project do to improve communication? What is the greatest communication challenge facing the Heifer cattle project in the future?



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6. What do you think the Heifer cattle project's current image is in the community? Are there areas that need improvement?

7. Are there other needs that should be addressed in this Heifer cattle project?



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Addendum 7: QUESTIONNAIRE SURVEY

Experience and interaction with the Nguni cattle project

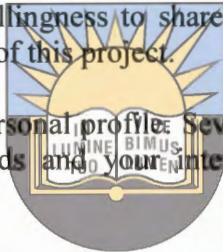
You are invited to participate in a research project which investigates the effectiveness of participatory development communication (PDC) and empowerment knowledge constructs of Nguni cattle project, Eastern Cape Province in South Africa.

This questionnaire is aimed at determining your knowledge, attitude and experience with regard to the Nguni cattle project in empowering pro-poor farmers and communities. You are requested to answer each of the questions and reflect your true reaction when doing so. Indicate your choice by marking the appropriate block with a cross "X" or tick.

This study is done in the fulfillment of Masters Degree in Communication at the University of Fort Hare, South Africa. To ensure confidentiality, the questionnaire is anonymous.

I am most grateful for your time and willingness to share your thoughts with me and I look forward to sharing with you the outcomes of this project.

The first set of questions is about your personal profile. Several of the questions ask about your most recent attitude, perceptions, methods and your interactions with the other farmers or stakeholders.



Personal information

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1: Gender: Male <input type="checkbox"/> Female <input type="checkbox"/>	2: Marital Status: Single <input type="checkbox"/> Married <input type="checkbox"/> Staying in <input type="checkbox"/> Separated <input type="checkbox"/> Divorced <input type="checkbox"/> Widowed <input type="checkbox"/>	
3: Age: Under 30year <input type="checkbox"/> 30-35 years <input type="checkbox"/> 35-40 years <input type="checkbox"/> Over 40 years <input type="checkbox"/>		
4: To which Ethnic Origin group do you most closely belong: (please tick) Black (African) <input type="checkbox"/> White <input type="checkbox"/> Coloured <input type="checkbox"/> Indian <input type="checkbox"/> Prefer not to say <input type="checkbox"/>		

Other (please state).....

5: Nationality

6: Educational level: (please tick)

Primary <input type="checkbox"/>	Secondary <input type="checkbox"/>	College <input type="checkbox"/>	University <input type="checkbox"/>
Vocational <input type="checkbox"/>	None <input type="checkbox"/>		

Other (please state).....

7: Employment Status:

Full-time Part-Time Casual Self Employed

8: Sources of Income:

Salary/wages Trade Farming Other

9: Amount of Income per month:

Less than R1500 R1100 –R4900 R5000-9900 R10 000

Objectives of Nguni cattle project

1: Are you part of the Nguni cattle project? Yes No

2: Have you participated in the planning of the project? Yes No

If yes at what level?

If not why?



3: How did you become aware of Nguni cattle project?

- (a) Media advertisement
- (b) Relatives/friends
- (c) Neutral
- (d) Other

If other specify

Attitudes, perceptions, needs and constraints

4: Do you perceive the Nguni cattle project as solution to alleviating poverty in this community?

Yes No

5: Have you benefited from this project?

Yes No

6: How do you evaluate the benefits for you or community?

Much impact Little impact No impact

7: Indicate possible reasons you choose to participate in Nguni cattle project.

.....
.....

8: Do you think the sustainability of this project will be maintained?

Yes

No

9: How is it going to be maintained in the future?

(a) I expect more money to come from another place to run the project

(b) It is a community responsibility to continue

(c) It will stop

(d) I do not know what would happen

10: Who own the project?

UFH The community Government Individuals

Participation and communication strategies

11: Using the following evaluation method (1-Strongly Agree 2-Agree 3- Neutral 4-Disagree 5-Strongly disagree) Please indicate how strongly you agree with the following statements:

- (a) This approach has developed capacity (for example, skills) in the community with various partners working together to make it happen.
- (b) The government agencies are working together to help the community with this project.
- (c) The project is a local solution to a challenge the community is facing.
- (d) The project contributes to the development and sustainability of the community.
- (e) The project is specific to this community and could other rural community use it successfully.

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

12: What do you understand by participation?

(a) Attending meetings

(b) Involved in group works

(c) Part taking in decisions, sharing benefits and risks with others

(d) I do not know what it means

Communication and information-exchange mechanisms on project

13: Do you have access to information on keeping cattle and other issues?

	Yes	No
(a) On healthy problems	<input type="checkbox"/>	<input type="checkbox"/>
(b) Market	<input type="checkbox"/>	<input type="checkbox"/>
(c) Pest control methods for farming	<input type="checkbox"/>	<input type="checkbox"/>
(d) Social	<input type="checkbox"/>	<input type="checkbox"/>
(e) Environment	<input type="checkbox"/>	<input type="checkbox"/>
(f) Economy	<input type="checkbox"/>	<input type="checkbox"/>

14: What are your sources of information on livestock?

- (a)TV
- (b)Radio
- (c)Internet
- (d)Newspaper/magazine
- (e)Sign/Billboard

Yes	No

Other media

15: Any suggestions to improve the exchange of information between stakeholders involved in the project?

.....

.....

.....



16: Please indicate how strongly you agree with the statement that ... "we have already actively pursued development in marketing of cattle in a planned way."

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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17: What suggestions do you have for improving interpersonal communication?

.....

.....

.....

18: What roles does the community play in the project activities?

- (a) There is no identified role in the community
- (b) Community contributes material or labour
- (c) I do not know

19: Who makes decision in your community?

- Chairman Extension agent Project manager I do not know

20: Who finances the project?

- (a) The Government
- (b) The community
- (c) University of Fort Hare
- (d) I do not know how it is financed

Possible recommendations and solutions needed for farmers

21: Does the community have the capacity to initiate the new development work?

Yes

No

22: Is it important to participate in the activities of the Nguni cattle project?

Yes

No

Give reasons for your answer



23: What factors would enable you to participate in activities of the Nguni cattle project?

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24: What factors would hinder you from participating in activities of the Nguni cattle project?

25: Do you have any other remarks you wish to make about your perception or experience with the Nguni cattle project?

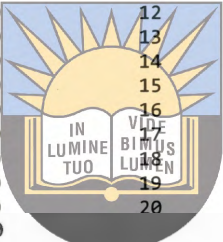
26: What did you personally gain from the project?

Addendum 8: The Questionnaire Results Analysis of Nguni cattle development project
 20:15 Monday, September 21, 2009

----- natnlty=1 -----

The FREQ Procedure

respo	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	1	3.70	1	3.70
2	1	3.70	2	7.41
3	1	3.70	3	11.11
4	1	3.70	4	14.81
5	1	3.70	5	18.52
6	1	3.70	6	22.22
7	1	3.70	7	25.93
8	1	3.70	8	29.63
9	1	3.70	9	33.33
10	1	3.70	10	37.04
11	1	3.70	11	40.74
12	1	3.70	12	44.44
13	1	3.70	13	48.15
14	1	3.70	14	51.85
15	1	3.70	15	55.56
16	1	3.70	16	59.26
17	1	3.70	17	62.96
18	1	3.70	18	66.67
19	1	3.70	19	70.37
20	1	3.70	20	74.07
21	1	3.70	21	77.78
22	1	3.70	22	81.48
23	1	3.70	23	85.19
24	1	3.70	24	88.89
25	1	3.70	25	92.59
26	1	3.70	26	96.30
27	1	3.70	27	100.00



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gend	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	18	66.67	18	66.67
2	9	33.33	27	100.00

mstat	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	5	18.52	5	18.52
2	22	81.48	27	100.00

age	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	1	3.70	1	3.70
2	1	3.70	2	7.41
3	4	14.81	6	22.22
4	19	70.37	25	92.59
5	2	7.41	27	100.00

race	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	26	96.30	26	96.30
5	1	3.70	27	100.00

Cumulative Cumulative

educ	Frequency	Percent	Frequency	Percent
#####				
0	1	3.70	1	3.70
1	9	33.33	10	37.04
2	13	48.15	23	85.19
3	1	3.70	24	88.89
4	1	3.70	25	92.59
6	2	7.41	27	100.00

emplstat	Frequency	Percent	Cumulative Frequency	Cumulative Percent
#####				
0	8	29.63	8	29.63
1	3	11.11	11	40.74
2	3	11.11	14	51.85
3	3	11.11	17	62.96
4	10	37.04	27	100.00

ssincom	Frequency	Percent	Cumulative Frequency	Cumulative Percent
#####				
0	2	7.41	2	7.41
1	8	29.63	10	37.04
2	1	3.70	11	40.74
3	3	11.11	14	51.85
4	13	48.15	27	100.00

incamount	Frequency	Percent	Cumulative Frequency	Cumulative Percent
#####				
1	23	85.19	23	85.19
2	4	14.81	27	100.00

partproj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
#####				
1	24	88.89	24	88.89
2	3	11.11	27	100.00

planproj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
#####				
1	15	55.56	15	55.56
2	11	40.74	26	96.30
4	1	3.70	27	100.00

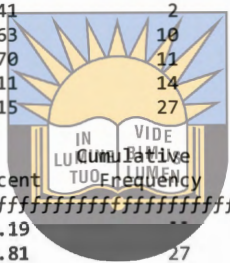
awarproj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
#####				
1	6	23.08	6	23.08
2	11	42.31	17	65.38
3	3	11.54	20	76.92
4	6	23.08	26	100.00

Frequency Missing = 1

percesoln	Frequency	Percent	Cumulative Frequency	Cumulative Percent
#####				
1	19	70.37	19	70.37
2	8	29.63	27	100.00

benefitd	Frequency	Percent	Cumulative Frequency	Cumulative Percent
#####				
1	11	40.74	11	40.74
2	16	59.26	27	100.00

Cumulative Cumulative



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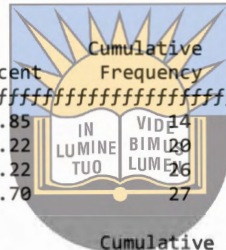
benevalu	Frequency	Percent	Frequency	Percent
1	14	51.85	14	51.85
2	9	33.33	23	85.19
3	4	14.81	27	100.00

sustnblt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	23	85.19	23	85.19
2	3	11.11	26	96.30
4	1	3.70	27	100.00

maintfutur	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	16	61.54	16	61.54
2	8	30.77	24	92.31
4	2	7.69	26	100.00

Frequency Missing = 1

ownsprj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	14	51.85	14	51.85
2	6	22.22	20	74.07
3	6	22.22	26	96.30
4	1	3.70	27	100.00



devcapacty	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	10	37.04	10	37.04
2	9	33.33	19	70.37
3	4	14.81	23	85.19
4	2	7.41	25	92.59
5	2	7.41	27	100.00

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gvtagents	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	7	25.93	7	25.93
2	11	40.74	18	66.67
3	3	11.11	21	77.78
5	6	22.22	27	100.00

locsoln	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	10	37.04	10	37.04
2	7	25.93	17	62.96
3	4	14.81	21	77.78
4	2	7.41	23	85.19
5	4	14.81	27	100.00

contdev	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	11	40.74	11	40.74
2	3	11.11	14	51.85
3	5	18.52	19	70.37
4	4	14.81	23	85.19
5	4	14.81	27	100.00

Cumulative Cumulative

specomnty	Frequency	Percent	Frequency	Percent
1	7	25.93	7	25.93
2	11	40.74	18	66.67
3	4	14.81	22	81.48
4	3	11.11	25	92.59
5	2	7.41	27	100.00

ustndpart	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	16	59.26	16	59.26
2	5	18.52	21	77.78
3	5	18.52	26	96.30
4	1	3.70	27	100.00

onprblms	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	24	88.89	24	88.89
2	3	11.11	27	100.00

mkt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	14	51.85	14	51.85
2	13	48.15	27	100.00

oncontrl	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	10	37.04	10	37.04
2	17	62.96	27	100.00

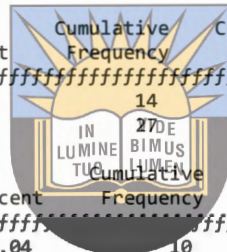
soc	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	14	51.85	14	51.85
2	13	48.15	27	100.00

envt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	14	51.85	14	51.85
2	13	48.15	27	100.00

eco	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	10	37.04	10	37.04
2	17	62.96	27	100.00

tv	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	12	44.44	12	44.44
2	15	55.56	27	100.00

radio	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	13	48.15	13	48.15
2	14	51.85	27	100.00



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intrnt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	1	3.70	1	3.70
2	26	96.30	27	100.00

npmag	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	5	18.52	5	18.52
2	22	81.48	27	100.00

snblbod	Frequency	Percent	Cumulative Frequency	Cumulative Percent
2	27	100.00	27	100.00

plndmktg	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	9	33.33	9	33.33
2	12	44.44	21	77.78
3	6	22.22	27	100.00

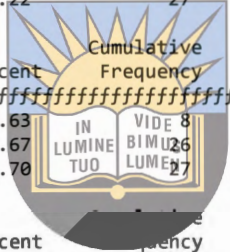
comproles	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	8	29.63	8	29.63
2	18	66.67	26	96.30
3	1	3.70	27	100.00

mkdecisn	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	4	14.81	4	14.81
1	12	44.44	16	59.26
2	1	3.70	17	62.96
3	6	22.22	23	85.19
4	4	14.81	27	100.00

finproj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	1	3.70	1	3.70
1	8	29.63	9	33.33
2	4	14.81	13	48.15
3	5	18.52	18	66.67
4	9	33.33	27	100.00

cap4nu	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	19	70.37	19	70.37
2	8	29.63	27	100.00

impartcpt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	22	81.48	22	81.48
2	5	18.52	27	100.00



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Addendum 9: QUESTIONNAIRE SURVEY

Experience and interaction with the Heifer cattle project

You are invited to participate in a research project which investigates the effectiveness of participatory development communication (PDC) and empowerment knowledge constructs of Heifer cattle project, Midlands Province in South Zimbabwe.

This questionnaire is aimed at determining your knowledge, attitude and experience with regard to the Heifer cattle project in empowering pro-poor farmers and communities. You are requested to answer each of the questions and reflect your true reaction when doing so. Indicate your choice by marking the appropriate block with a cross "X" or tick.

This study is done in the fulfillment of Masters Degree in Communication at the University of Fort Hare, South Africa. To ensure confidentiality, the questionnaire is anonymous.

I am most grateful for your time and willingness to share your thoughts with me and I look forward to sharing with you the outcomes of this project.

The first set of questions is about your personal profile. Several of the questions ask about your most recent attitude, perceptions, methods and your interactions with the other farmers or stakeholders.



Personal information

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1: Gender: Male
Female

2: Marital Status:

Single
Married
Staying in
Separated
Divorced
Widowed

3: Age: Under 30year
30-35 years
35-40 years
Over 40 years

4: To which Ethnic Origin group do you most closely belong: (please tick)

Black (African)
Prefer not to say

White

Coloured

Indian

Other (please state).....

5: Nationality.....

6: Educational level: (please tick)

Primary

Secondary

College

University

Vocational

None

Other (please state).....

7: Employment Status:

Full-time Part-Time Casual Self Employed

8: Sources of Income:

Salary/wages Trade Farming Other

9: Amount of Income per month:

Less than R1500 R1100 –R4900 R5000-9900 R10 000

Objectives of Heifer cattle project

1: Are you part of the Heifer cattle project? Yes No

2: Have you participated in the planning of the project? Yes No

If yes at what level?

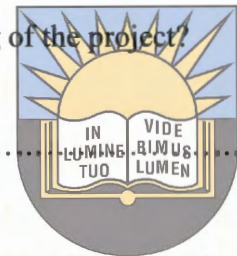
.....

If not why?

.....

3: How did you become aware of Heifer cattle project?

- (a) Media advertisement
- (b) Relatives/friends
- (c) Neutral
- (d) Other



If other specify

.....

Attitudes, perceptions, needs and constraints

4: Do you perceive the Heifer cattle project as solution to alleviating poverty in this community?

Yes No

5: Have you benefited from this project?

Yes No

6: How do you evaluate the benefits for you or community?

Much impact Little impact No impact

7: Indicate possible reasons you choose to participate in Heifer cattle project.

.....

.....

8: Do you think the sustainability of this project will be maintained?

Yes

No

9: How is it going to be maintained in the future?

(a) I expect more money to come from another place to run the project

(b) It is a community responsibility to continue

(c) It will stop

(d) I do not know what would happen

10: Who own the project?

LDS The community Government Individuals

Participation and communication strategies

11: Using the following evaluation method (1-Strongly Agree 2-Agree 3- Neutral 4-Disagree 5-Strongly disagree) Please indicate how strongly you agree with the following statements:

- (a) This approach has developed capacity (for example skills) in the community with various partners working together to make it happen.
- (b) The government agencies are working together to help the community with this project.
- (c) The project is a local solution to a challenge the community is facing.
- (d) The project contributes to the development and sustainability of the community.
- (e) The project is specific to this community and could other rural community use it successfully.

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

12: What do you understand by participation?

(a) Attending meetings

(b) Involved in group works

(c) Part taking in decisions, sharing benefits and risks with others

(d) I do not know what it means

Communication and information-exchange mechanisms on project

13: Do you have access to information on keeping cattle and other issues?

	Yes	No
(a) On healthy problems		
(b) Market		
(c) Pest control methods for farming		
(d) Social		
(e) Environment		
(f) Economy		

14: What are your sources of information on livestock?

- (a)TV
- (b)Radio
- (c)Internet
- (d)Newspaper/magazine
- (e)Sign/Billboard

Yes	No

Other media

15: Any suggestions to improve the exchange of information between stakeholders involved in the project?

.....

.....

.....

.....



16: Please indicate how strongly you agree with the statement that ... *"we have already actively pursued development in marketing of cattle in a planned way."*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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17: What suggestions do you have for improving interpersonal communication?

.....

.....

.....

18: What roles does the community play in the project activities?

- (a) There is no identified role in the community
- (b) Community contributes material or labour
- (c) I do not know

19: Who makes decision in your community?

- Chairman Extension agent Project manager I do not know

20: Who finances the project?

- (a) The Government
- (b) The community
- (c) University of Fort Hare
- (d) I do not know how it is financed

Possible recommendations and solutions needed for farmers

21: Does the community have the capacity to initiate the new development work?

Yes

No

22: Is it important to participate in the activities of the Heifer cattle project?

Yes

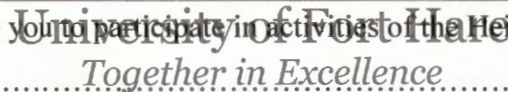
No



Give reasons for your answer

.....

23: What factors would enable you to participate in activities of the Heifer cattle project?



.....

.....

.....

24: What factors would hinder you from participating in activities of the Heifer cattle project?

.....

.....

25: Do you have any other remarks you wish to make about your perception or experience with the Heifer cattle project?

.....

.....

26: What did you personally gain from the project?

.....

.....

.....

Addendum 10: The Questionnaire Results Analysis of Heifer cattle development project

Frequency
Hemoglobin Levels at 60 days

190
20:15 Monday, September 21, 2009

----- natnlty=2 -----

The FREQ Procedure

respo	Frequency	Percent	Cumulative Frequency	Cumulative Percent
28	1	6.67	1	6.67
29	1	6.67	2	13.33
30	1	6.67	3	20.00
31	1	6.67	4	26.67
32	1	6.67	5	33.33
33	1	6.67	6	40.00
34	1	6.67	7	46.67
35	1	6.67	8	53.33
36	1	6.67	9	60.00
37	1	6.67	10	66.67
38	1	6.67	11	73.33
39	1	6.67	12	80.00
40	1	6.67	13	86.67
41	1	6.67	14	93.33
42	1	6.67	15	100.00



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gend	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	7	46.67	7	46.67
2	8	53.33	15	100.00

mstat	Frequency	Percent	Cumulative Frequency	Cumulative Percent
2	12	80.00	12	80.00
6	3	20.00	15	100.00

age	Frequency	Percent	Cumulative Frequency	Cumulative Percent
3	2	13.33	2	13.33
4	13	86.67	15	100.00

race	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	15	100.00	15	100.00

educ	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	5	33.33	5	33.33
2	4	26.67	9	60.00
3	1	6.67	10	66.67
4	1	6.67	11	73.33
6	4	26.67	15	100.00

emplstat	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	1	6.67	1	6.67
2	1	6.67	2	13.33
3	2	13.33	4	26.67
4	11	73.33	15	100.00

ssincom	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	3	20.00	3	20.00
3	12	80.00	15	100.00

incamount	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	15	100.00	15	100.00

partproj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	14	93.33	14	93.33
2	1	6.67	15	100.00

planproj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	8	53.33	8	53.33
2	7	46.67	15	100.00

awarproj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
2	2	13.33	2	13.33
3	1	6.67	3	20.00
4	12	80.00	15	100.00

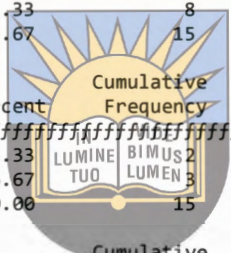
percesoln	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	13	86.67	13	86.67
2	2	13.33	15	100.00

benfitd	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	10	66.67	10	66.67
2	5	33.33	15	100.00

benevalu	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	8	53.33	8	53.33
2	6	40.00	14	93.33
3	1	6.67	15	100.00

sustnblt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	5	33.33	5	33.33
2	10	66.67	15	100.00

maintfutur	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	3	20.00	3	20.00
2	5	33.33	8	53.33
3	5	33.33	13	86.67
4	2	13.33	15	100.00



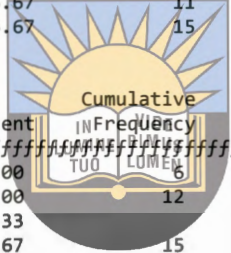
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ownsprj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	10	66.67	10	66.67
2	2	13.33	12	80.00
4	3	20.00	15	100.00

devcapacty	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	7	46.67	7	46.67
2	5	33.33	12	80.00
3	2	13.33	14	93.33
5	1	6.67	15	100.00

gvtagents	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	5	33.33	5	33.33
2	5	33.33	10	66.67
3	1	6.67	11	73.33
4	4	26.67	15	100.00

locsoln	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	6	40.00	6	40.00
2	6	40.00	12	80.00
4	2	13.33	14	93.33
5	1	6.67	15	100.00



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contdev	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	5	33.33	5	33.33
2	8	53.33	13	86.67
3	1	6.67	14	93.33
4	1	6.67	15	100.00

specomnty	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	6	40.00	6	40.00
2	5	33.33	11	73.33
3	2	13.33	13	86.67
4	1	6.67	14	93.33
5	1	6.67	15	100.00

ustndpart	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	2	13.33	2	13.33
2	5	33.33	7	46.67
3	6	40.00	13	86.67
4	2	13.33	15	100.00

onhprblms	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	11	73.33	11	73.33
2	4	26.67	15	100.00

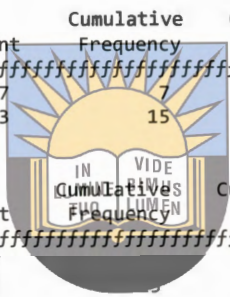
mkt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	10	66.67	10	66.67
2	5	33.33	15	100.00

onpcontr1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	12	80.00	12	80.00
2	3	20.00	15	100.00

soc	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	12	80.00	12	80.00
2	3	20.00	15	100.00

envt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	7	46.67	7	46.67
2	8	53.33	15	100.00

eco	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	4	26.67	4	26.67
2	11	73.33	15	100.00



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tv	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	1	6.67	1	6.67
2	14	93.33	15	100.00

radio	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	5	33.33	5	33.33
2	10	66.67	15	100.00

intrnt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
2	15	100.00	15	100.00

npmag	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	1	6.67	1	6.67
2	14	93.33	15	100.00

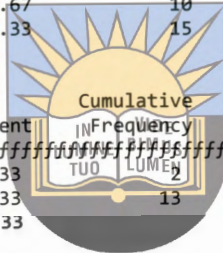
snblbod	Frequency	Percent	Cumulative Frequency	Cumulative Percent
2	15	100.00	15	100.00

p1ndmktg	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	2	13.33	2	13.33
2	5	33.33	7	46.67
3	1	6.67	8	53.33
4	5	33.33	13	86.67
5	1	6.67	14	93.33
6	1	6.67	15	100.00

comroles	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	4	26.67	4	26.67
2	10	66.67	14	93.33
3	1	6.67	15	100.00

mkdecisn	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	3	20.00	3	20.00
1	7	46.67	10	66.67
2	5	33.33	15	100.00

finproj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
2	2	13.33	2	13.33
3	11	73.33	13	86.67
4	2	13.33	15	100.00



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cap4nu	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	5	33.33	5	33.33
2	10	66.67	15	100.00

impartcpt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	14	93.33	14	93.33
2	1	6.67	15	100.00

Addendum 11: The Questionnaire Results Analysis of both Nguni and Heifer cattle development projects

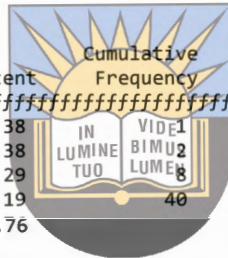
The SAS System 10:16 Wednesday, September 16, 2009 12

The FREQ Procedure

gend	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	25	59.52	25	59.52
2	17	40.48	42	100.00

mstat	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	5	11.90	5	11.90
2	34	80.95	39	92.86
6	3	7.14	42	100.00

age	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	1	2.38	1	2.38
2	1	2.38	2	4.76
3	6	14.29	8	19.05
4	32	76.19	40	95.24
5	2	4.76	42	100.00



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race	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	41	97.62	41	97.62
5	1	2.38	42	100.00

natnlty	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	27	64.29	27	64.29
2	15	35.71	42	100.00

educ	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	1	2.38	1	2.38
1	14	33.33	15	35.71
2	17	40.48	32	76.19
3	2	4.76	34	80.95
4	2	4.76	36	85.71
6	6	14.29	42	100.00

emplstat	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	8	19.05	8	19.05
1	4	9.52	12	28.57
2	4	9.52	16	38.10
3	5	11.90	21	50.00
4	21	50.00	42	100.00

ssincom	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	2	4.76	2	4.76
1	11	26.19	13	30.95
2	1	2.38	14	33.33
3	15	35.71	29	69.05
4	13	30.95	42	100.00

incamount	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	38	90.48	38	90.48
2	4	9.52	42	100.00

partproj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	38	90.48	38	90.48
2	4	9.52	42	100.00

planproj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	23	54.76	23	54.76
2	18	42.86	41	97.62
4	1	2.38	42	100.00

awarproj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	14	33.33	14	33.33
2	13	31.71	27	65.00
3	4	9.52	31	74.50
4	18	43.90	49	100.00



Frequency Missing = 1

percesoln	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	32	76.19	32	76.19
2	10	23.81	42	100.00

benfitd	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	21	50.00	21	50.00
2	21	50.00	42	100.00

benevalu	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	22	52.38	22	52.38
2	15	35.71	37	88.10
3	5	11.90	42	100.00

sustnblt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	28	66.67	28	66.67
2	13	30.95	41	97.62
4	1	2.38	42	100.00

maintfutur	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	19	46.34	19	46.34
2	13	31.71	32	78.05
3	5	12.20	37	90.24
4	4	9.76	41	100.00

Frequency Missing = 1

ownsproj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	24	57.14	24	57.14
2	8	19.05	32	76.19
3	6	14.29	38	90.48
4	4	9.52	42	100.00

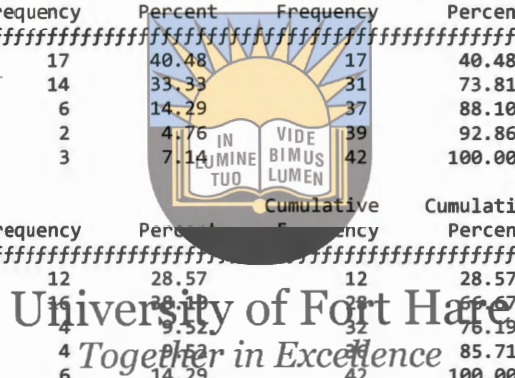
devcapacty	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	17	40.48	17	40.48
2	14	33.33	31	73.81
3	6	14.29	37	88.10
4	2	4.76	39	92.86
5	3	7.14	42	100.00

gvtagents	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	12	28.57	12	28.57
2	16	38.10	28	66.67
3	4	9.52	32	76.19
4	4	9.52	36	85.71
5	6	14.29	42	100.00

locsoln	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	16	38.10	16	38.10
2	13	30.95	29	69.05
3	4	9.52	33	78.57
4	4	9.52	37	88.10
5	5	11.90	42	100.00

contdev	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	16	38.10	16	38.10
2	11	26.19	27	64.29
3	6	14.29	33	78.57
4	5	11.90	38	90.48
5	4	9.52	42	100.00

specomnty	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	13	30.95	13	30.95
2	16	38.10	29	69.05
3	6	14.29	35	83.33
4	4	9.52	39	92.86
5	3	7.14	42	100.00



ustndpart	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	18	42.86	18	42.86
2	10	23.81	28	66.67
3	11	26.19	39	92.86
4	3	7.14	42	100.00

onhprblms	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	35	83.33	35	83.33
2	7	16.67	42	100.00

mkt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	24	57.14	24	57.14
2	18	42.86	42	100.00

onpcontrl	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	22	52.38	22	52.38
2	20	47.62	42	100.00

soc	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	26	61.90	26	61.90
2	16	38.10	42	100.00

envt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	21	50.00	21	50.00
2	21	50.00	42	100.00

eco	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	14	33.33	14	33.33
2	28	66.67	42	100.00

tv	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	13	30.95	13	30.95
2	29	69.05	42	100.00

radio	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	18	42.86	18	42.86
2	24	57.14	42	100.00

intrnt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	1	2.38	1	2.38
2	41	97.62	42	100.00

npmag	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	6	14.29	6	14.29
2	36	85.71	42	100.00



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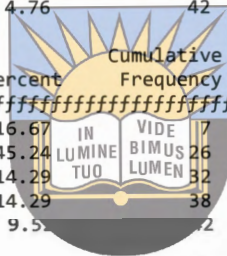
UNIVERSITY OF FORT HARE
HOWARD PIM LIBRARY
PRIVATE BAG X1322
ALICE 5700

snblbod	Frequency	Percent	Cumulative Frequency	Cumulative Percent
2	42	100.00	42	100.00

plndmktg	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	11	26.19	11	26.19
2	17	40.48	28	66.67
3	7	16.67	35	83.33
4	5	11.90	40	95.24
5	1	2.38	41	97.62
6	1	2.38	42	100.00

comroles	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	12	28.57	12	28.57
2	28	66.67	40	95.24
3	2	4.76	42	100.00

mkdecisn	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	7	16.67	7	16.67
1	19	45.24	26	61.90
2	6	14.29	32	76.19
3	6	14.29	38	90.48
4	4	9.52	42	100.00



finproj	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	1	2.38	1	2.38
1	8	19.05	9	21.43
2	6	14.29	15	35.71
3	16	38.10	31	73.81
4	11	26.19	42	100.00

cap4nu	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	24	57.14	24	57.14
2	18	42.86	42	100.00

impartcpt	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	36	85.71	36	85.71
2	6	14.29	42	100.00