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The role of information and interaction processes and participatory rural communication appraisal in enhancing the acceptance of diffusion of innovation theory

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Abstract

This paper discuss the possibility of applying the concept of participatory rural communication appraisal in enhancing the acceptance of diffusion of innovations theory. Agricultural and food sector has been exposed to significant changes over the past two centuries due to the application of participatory rural communication and their acceptance of diffusion and innovation theory. That was very significant for PRCA and the theory of diffusion of innovations that sought to better understand the process of knowledge transfer and adoption of innovations. Organic farming has developed as a response to the environmental and other problems associated with adoption of new technology in the rural areas. Also, it is a reaction to some issues regarding rural development. By introducing PRCA and the theory of diffusion of innovation, the aim of the paper is to take into consideration the possibility of knowledge transfer and adoption of diffusion and its application through PRCA to rural communities. By that, we wish to take into account all the specifics communication channels which will enable us to observe the system and stages of knowledge transfer and its adoption of innovation itself. These will enable us conclude that the theory of diffusion of innovations and PRCA can be used in the research and the process of knowledge transfer, acceptance and its adoption, with the respect to all characteristics and peculiarities of knowledge transfer process as it affects rural communities.

Keywords: Participatory rural development communication, modern agriculture, innovation, diffusion of innovation, adoption of innovation

Introduction

Diffusion is the process by which an innovation is adopted by members of a certain community. Rogers (1995) ^[44]. Everett Rogers (1983) ^[57] defined diffusion of information as an innovation of any idea, practice or object that is perceived as new by the adopter. Diffusion is the process by which innovation is communicated through certain channels over time among members of the society. It involves both the mass media and interpersonal channels. Rogers (1996) ^[41]. Vaiente (1996) ^[58] whereas mass media and other interpersonal channels may create awareness of an innovation, interpersonal influence through social networks, patterns of friendship advice and support and communication which exist among members of a social system.

Participatory development communication is a planned activity, based on participatory processes and on the other hand media and interpersonal communication, which facilities a 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 support and accompanist this initiative. While Diffusion is the process of innovation of new idea or practice that need to be communicated to individual, or communities for adoption. This kind of communication means moving from a focus of informing and persuading people to change their behaviour or attitudes, to a focus on facilitating exchanges between different stakeholders in introducing new ideas or projects to either individuals or communities at large. This could lead to a common development initiative to experiment with possible participation of communities or individuals to proffer

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solution and identify what is needed to support the new idea or initiative in terms of partnerships, knowledge and material conditions.

History and Orientation

Rogers was born in Carroll, Iowa in 1931. He earned his B.A., M.A., and Ph.D. degrees from Iowa State University. For two years during the Korean War, he served in the U.S. Air Force. Interestingly, in 1966, he worked on some family planning communication projects in Korea.

One interesting thing worth mentioning is that Rogers' father was a farmer who resisted adopting the hybrid seed corn (Singhal, 2005, p.287) ^[48]. Due to the drought in Iowa in 1936, the Rogers' farm withered, which made Rogers personally involved in the diffusion research. In the 1950's, Iowa State University was a perfect place for studying the diffusion of innovations, as the school's program focused on a rural sociology, agriculture, and statistics.

The experience there led Rogers to dive into the research about why some innovations are adopted while others are ignored. Meanwhile, he published the book, *Diffusion of Innovations*, which earned him his academic reputation. Rogers' comprehensive insights in the book helped to expand diffusion theory. The book has become the standard textbook on diffusion theory and it creates applications of diffusion theory in such fields as geography, economics, psychology, political science, and, as previously mentioned, communication. Rogers retired from University of New Mexico in 2004 because he was suffering from kidney disease. He died on October 21, 2005.

Diffusion research goes one step further than two-step flow theory. The original diffusion research was done as early as 1903 by the French sociologist Gabriel Tarde who plotted the original S-shaped diffusion curve. Tarde's 1903 S-shaped curve is of current importance because "most innovations have an S-shaped rate of adoption" (Rogers, 1995) ^[44].

Founder of the theory

According to Rogers (1995) ^[44], the study of the diffusion of innovations (DOI) can be traced back to the investigations of French sociologist Gabriel Tarde (p. 52). Tarde attempted to explain why some innovations are adopted and spread throughout a society, while others are ignored. At the beginning of the twentieth century, Tarde was witness to the development of many new inventions, many of which led to social and cultural change. In his book *The Laws of Imitation* (1903), Tarde introduced the S-shaped curve and opinion leadership, focusing on the role of socioeconomic status (for example, a cosmopolitan individual is more likely to adopt new products). Even though he did not specify and clarify key diffusion concepts, his insights affected the development of many social scientific disciplines such as geography, economics and anthropology. Sociologist F. Stuart Chapin, for example, studied longitudinal growth patterns in various social institutions, and found that S-shaped curves best described the adoption of phenomena such as the commission form of city government (Lowery & Defleur, 1995, p. 118) ^[28].

Core Assumptions and Statements

Diffusion is the process by which an innovation is communicated through certain channels over a period of time among the members of a social system. An innovation

is an idea, practice, or object that is perceived to be new by an individual or other unit of adoption. Communication is a process in which participants create and share information with one another to reach a mutual understanding (Rogers, 1995) ^[44].

For many people, the term "Communication" still suggest the use of the media, i.e. information dissemination activities by which printed materials, radio or television programs, educational video etc., are used to send messages.

But, the terminology: participatory development communication refers to the use of communication to facilitate community participatory in a development initiative. Bhatnagar and Williams 1992 ^[3]: Page (20) "Projects tend to be more sustainable and yield higher returns when they involve those they are intended to help". Diffusion theory attempts to predict the behavior of individuals and social groups in the process of adoption of innovation, considering their personal characteristics, social relations, time factor and the characteristics of the innovation (Padel, 2001) ^[32]. Innovation is an idea, practice or object that is perceived as new by an individual or other unit of adoption (Rogers, 2003) ^[40]. Pejanović and Njegovan (2009) ^[34] stated that "*innovation is a new method of production of known goods, discovery and production of new types of products, introduction of new production combinations*".

According to Rogers (2003) ^[40], diffusion of innovation is a kind of social change. It is a social process that involves interpersonal communication. Communication is a process in which participants create and share information with one another in order to reach mutual understanding. Diffusion is a special form of communication related to new ideas. It is a specific form of social change, defined as a process by which alteration occurs in the structure and function of a social system. Hall (2003) ^[14] states that in the study of innovation the term diffusion is most often used to describe the process by which individuals or groups (companies) in the society/economy adopt a new technology or replace old technology with new one.

Innovation as a social construction is created in interaction of awareness and the need for innovation (utility, acceptability, compatibility of innovation, the need to overcome the existing and well-known), openness and focus on creating a system of social innovation, creative personalities. Anyway, innovation is the result of synthesis of innovative individuals-talented and brilliant personalities, their physical and mental characteristics, as well as social conditions and scientific environment and a position within the wider scientific community (Janković, 2005) ^[15].

In this regard Aeberhard and Rist (2008) ^[1] states that new ideas can be generated by individuals, but only through collective cooperation in the process of social interaction. The adoption of innovations in agriculture is positively correlated with the level of education of the adoption unit (farmer), the experience and the property of holdings (measured in assets of the farm), (Rijn *et al.*, and 2012) ^[39].

Adoption of new ideas, even when it shows clear advantages, is a difficult process. According to Rogers (2003) ^[40], many innovations require a certain period of time before becoming adopted by wider population/users. Problem that arises is how to shorten this period. Also, according to Rogers (2003) ^[40], diffusion is the process in which an innovation is communicated through certain channels over time among the members of a social system.

It is a special type of communication, in that the messages are concerned with new ideas (consult: Leeuwis C. (2008) [25]: Communication for rural innovation: Rethinking agricultural extension).

This kind of communication means moving from a focus of informing and persuading people to change their behavior or attitudes, to a focus on facilitating exchanges between different stakeholders to address a common problem. This could lead to a common development initiative to experiment with possible solution and to identify what is needed to support the initiative in terms of partnership, knowledge and material conditions.

“Community participation may, thus, increase the access of disadvantaged communities to project benefits, enhance motivation of communities, increase ownership of projects, encourage self-reliance by transfer of skills, build local Institutional capacities, and ensure that greater proportions of project benefits flow directly to targeted deserving beneficiaries”. (Bhatanagar & Williams 1992; March 1992) [4]

The problem of diffusion and implementation of innovations in agriculture should not be considered simplistic, so one would possibly thought that the process of diffusion and implementation of innovation will take place successfully if there are sufficient financial resources, agricultural experts, participatory communication for creating awareness to adopters, access to innovation etc. In the last century, the experiences of many countries (particularly less developed and developed ones) have often proved unsuccessful in modernization of agriculture and rural development.

Although the activities were (sometimes) carefully prepared, generously financed and supported otherwise by the governments of these countries and influential international organizations, the expected outcome haven't occurred (Petrović *et al.*, 2004) [36]. Failure of *Training & Visit* extension approach is a good example of previous statement.

Agriculture has always been a specific economic activity. Therefore, it has specific characteristics associated with knowledge, innovation and transfer of new technologies within the knowledge and communicated information system. The major changes that have affected the food sector must be considered with the help of global, Science and Technological Development”. Sustainable agriculture and rural development in terms of strategic goals’ implementation, Rural labor market and rural economy of Nigeria-diversification of income and poverty reduction approaches, such as those developed in the social theories of the time and date.

Diffusion research centers on the conditions which increase or decrease the likelihood that a new idea, product, or practice will be adopted by members of a given culture. Diffusion of innovation theory predicts that media as well as interpersonal contacts provide information and influence opinion and judgment. Studying how innovation occurs, E.M. Rogers (1995) [44] argued that it consists of four stages: invention, diffusion (or communication) through the social system, time and consequences. The information flows through networks. The nature of networks and the roles opinion leaders play in them determine the likelihood that the innovation will be adopted. Innovation diffusion research has attempted to explain the variables that influence how and why users adopt a new information medium, such as the Internet. Opinion leaders exert influence on audience behavior via their personal contact,

but additional intermediaries called change agents and gatekeepers are also included in the process of diffusion.

Element	Definition
Innovation	Rogers defines an innovation as "an idea, practice, or object that is perceived as new by an individual or other unit of adoption".
Communication channels	A communication channel is "the means by which messages get from one individual to another".
Time	"The innovation-decision period is the length of time required to pass through the innovation-decision process". "Rate of adoption is the relative speed with which an innovation is adopted by members of a social system".
Social system	"A social system is defined as a set of interrelated units that are engaged in joint problem solving to accomplish a common goal"

Exploring the causes and effects of these changes caused the process of knowledge transfer and diffusion and adoption of innovations in this field through participatory rural communication appraisal need to be analyze from a sociological point of view. When accessing such analysis one should take into account the diversity of peasant society and the way and methods (PRCA) in which innovation and knowledge are transferred and adopted.

The aim of the paper is to introduce the roles of participatory rural development communication and the theory of diffusion of innovation in bringing and developing rural communities. The possibility of its application in the development of modern farming, because modern farming has developed in response to the growing problems of conventional agriculture, especially in relation to the environment and modern agriculture, in this context participatory rural development communication has to play a significant role in ensuring the acceptance of the new innovations that are brought to the rural communities.

For these reasons, it is necessary to understand the ways that knowledge is being transferred into modern agriculture and to identify fundamental differences of this process in conventional and modern production. According to Petrović *et al.* (2004) [36] rural communities are part of a global society and share its destiny.

Diffusion research has focused on five elements:

1. The characteristics of an innovation which may influence its adoption.
2. The decision-making process that occurs when individuals consider adopting a new idea, product or practice.
3. The characteristics of individuals that make them likely to adopt an innovation
4. The consequences for individuals and society of adopting an innovation.
5. Communication channels used in the adoption process.

However, in many ways, they are very specific social organisms, especially when it comes to changes in the countryside and accepting new innovations e.g. Agriculture. Therefore, the process of spreading (diffusion) and introduction (adoption) of innovation, knowledge and technology-which is usually at the center of social change in rural communities is a complex and contradictory process.

Therefore, participatory rural communication appraisal (P.R.C.A) is a communication research method that utilizes

field-based visualization techniques, interviews and group-work to generate information for the design of effective communication programmes, materials, media and methods for development purpose to ensure relevance and ownership of the new innovation by the people.

P.R.C.A facilities dialogue among the people themselves and between them and the development workers in order for all parties to reach mutual understanding and plan for action. P.R.C.A is therefore used to promote the involvement of rural people in decision-making that affects their livelihood especially the new changes that may come to them, and will also usher in new changes that will benefit the communities, such as new technology/innovations acceptance, adoption and implementation process.

Development of the theory

Rogers use diffusion theory in different fields

Integrate large amount of empirical findings into a full useful theory. His theory led to the development of many social scientific disciplines such as geography, economics, political science, communications and anthropology.

Rogers conducted an analysis of both micro and individual macro social levels. The theory was use in both agriculture (Hybrid seeds) and in medical drugs among doctors. (Tetracycline by Pfizer). Furthermore, it was used in organizational settings and implementation of information system Ryan and Gross sought to explain how the hybrid seed corn came to attention and which of two channels (i.e., mass communication and interpersonal communication with peers) led farmers to adopt the new innovation. They found that each channel has different functions. Mass communication functioned as the source of initial information, while interpersonal networks functioned as the influence over the farmers’ decisions to adopt.

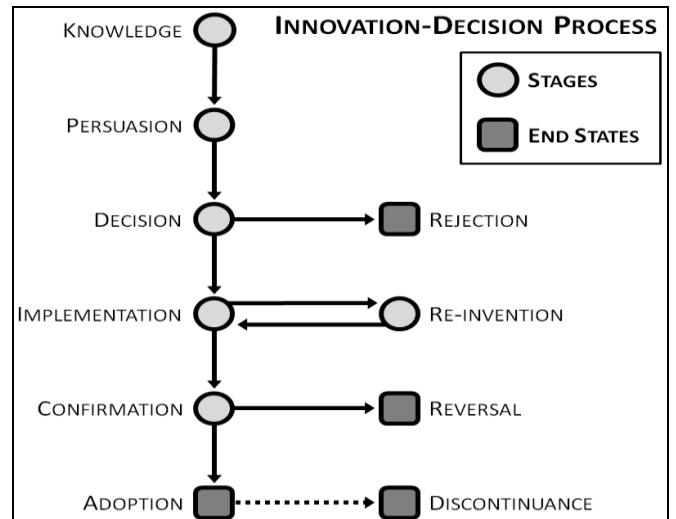
Diffusion theory became more widely accepted after James S. Coleman, Elihu Katz, and Herbert Menzel conducted a study on the diffusion of tetracycline, a new medical drug,

in 1966. The Pfizer drug company invented this successful new drug and wanted to investigate the effectiveness of their tetracycline advertisements, which were placed in medical journals.

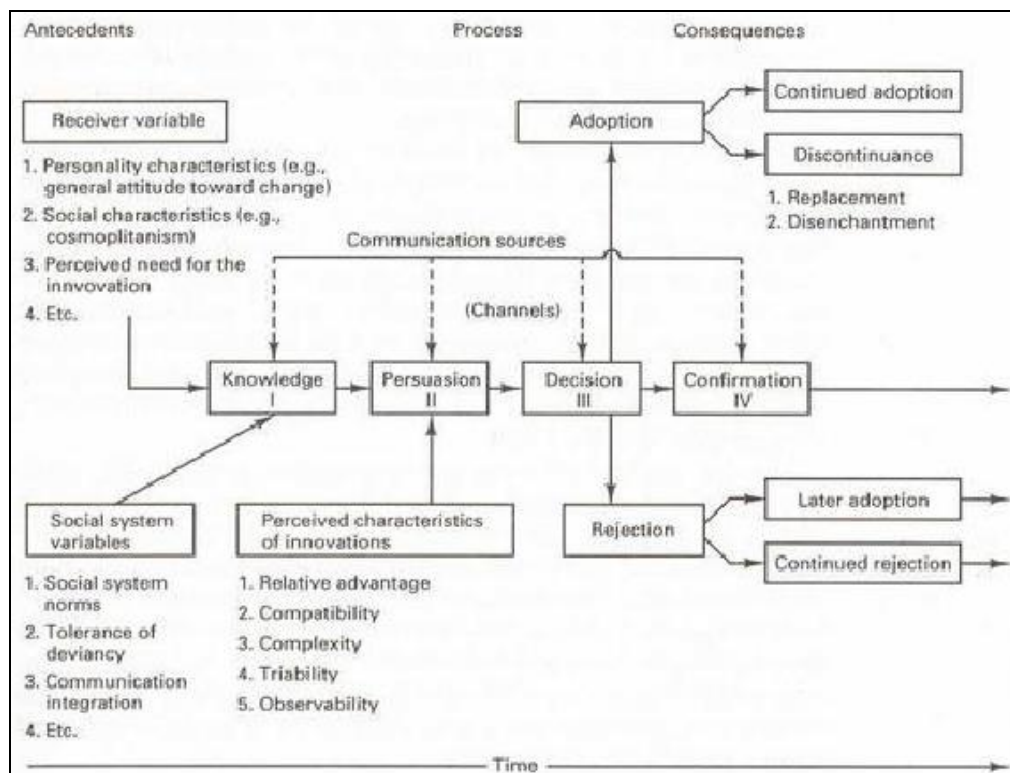
Main concept and variables of the diffusion theory

Everett M Rogers was able to continue with in depth investigation and enhancement of diffusion theory, and was able to come up with the elements of diffusion theory. Meanwhile, he published the book, Diffusion of Innovations, which earned him his academic reputation. Rogers’ comprehensive insights in the book helped to expand diffusion theory.

The key elements in diffusion research are



Conceptual model; diffusion of innovation model



Source: Rogers (1995) [44]

Characteristic of Diffusion

- Must have some relative advantage over an existing innovation.
- Must be compatible with the existing values and practices.
- Should not be too complex.
- It must have trialability.
- Must offer observable results.

Stages of the innovation-decision process

Knowledge: Most often, potential adopters become aware of the innovation through mass media messages distributed by news outlets, trade journals, internet web sites, and scientific publications. Communication for development uses participatory activities, media and materials to empower people to articulate and share their own opinions, needs, problems and abilities both among themselves and with outside development agencies.

This enables the people to influence the decision-making process of formulating and implementing projects and programmes intended to satisfy their needs and solve their problems. The outcome of this type of participation is often successful and sustainable because people see the decisions and plans as theirs and strives to ensure effective implementation.

Persuasion: For low involvement innovations much of the diffusion process rests upon marketing principles of product, pricing, place and promotion. Gaining adoption of high involvement innovations also requires attention to these four p's.

Decision: The decision that the innovation is worthy of being adopted represents a major advance for proponents of a high involvement technology. Proponents, with support from opinion leaders, have overcome opposition arguments to convince consumers to accept the technology. Communication for development uses communication research, approaches, methods, traditional and modern media and materials to improve dialogue between rural people and development agencies in order for all parties to reach mutual understanding and jointly decide on problems, needs, solutions as well as on new and appropriate technologies and practices. Jointly identified solutions are often more acceptable to the people because they are seen as relevant to their needs.

Joseph T. Klapper Succintly says

“By and large, people tends to expose themselves to those mass communication messages which are in line with their existing opinion and interests. Consciously or unconsciously, they avoid communication of opposite hue. In the event of their being nevertheless exposed to unsympathetic material, often seem not to perceived it, or recast it and interpret it to fit their existing views or to forget it more readily than they forget sympathetic materials”.

What Klapper is trying to point out here is that, dialogue ensures that the people's culture, attitudes, capabilities and skills as well as their views and opinions should form the basis for the planning and formulation of effective and relevant development projects and programmes.

Implementation: Implementation refers to the initial trial period for the new technology. The move from symbolic

adoption to implementation is not necessarily an easy one. Implementation often entails re-invention, an alteration of the innovation by the adopter. Adopters alter the new technology to fit their specific needs. The first step here is to present the communication strategy and materials to all stakeholders for a final review and to obtain their permission to proceed with the implementation.

The second step is in-depth training to field staff on the proper use of communication for the programme. E.g. basic interpersonal communication skills and the difference between lecturing and facilitating.

Communication improves training of rural people by making available information, skills and knowledge, in forms people, find useful, relevant and attractive. Information and training about new technologies and practices are rendered in idioms and formats people can understand and transmitted in new ways that reach people more effectively wherever they may be through interpersonal group and mass communication. Such communication-enhances training can help to overcome the barriers of illiteracy and cultural differences by sharing ideas and knowledge in appropriate audio and visual forms.

Proper segmentation of the community using criteria such as wealth, gender age, etc. ensures that the truly poor or people who really need training are the ones who get them in a development project. Communication does not view communities as undifferentiated entities but as units made up of people of various circumstances and social standing.

Confirmation

Confirmation involves seeking of reinforcement for the adoption decision and integration of the new technology within the framework of existing practices.

Because social comparison is critical to adopting high-involvement innovations, reinforcement of the social acceptability of the innovation after implementation is an important aspect of the innovation-decision process. Innovations vary in the extent to which they offer easily observed costs and benefits compared with existing ideas or practices. The key characteristics of an innovation are its:

- a) **Relative advantage:** The degree to which the innovation is perceived as better than the idea it supersedes. Relative advantage refers to the extent to which the innovation is more productive, efficient, costs less or improves in smoother manner upon existing practices.
- b) **Compatibility:** The degree to which the innovation is perceived as being consistent with existing values, past experiences and needs of potential adopters.
- c) **Complexity:** The degree to which the innovation is perceived as difficult to understand and use.

An innovation need not be particularly complex from the viewpoint of its developers. Feminists, for example, often complain that the public simply doesn't "get it". It is the perception of the end user that means the most for achieving public adoption of a new technology.

- d) **Trialability:** The degree to which the innovation may be experimented with on a limited basis. Innovations are easier to adopt if they can be tried out in part, on a temporary basis, or easily dispensed with after trial.
- e) **Observability:** The degree to which the results of the innovation are visible to others.

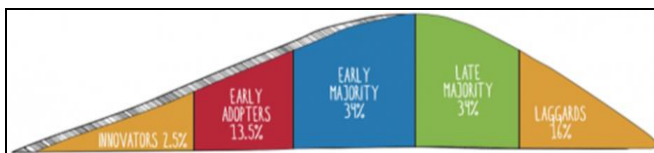
The chances of adoption are greater if folks can easily

observe relative advantages of the new technology. In fact, after some adopt, observability can improve the diffusion effect, a critical component of technology transfer.

Experience has taught diffusion scholars that adopters can be classified within five categories: innovators, early adopters, early majority, late majority, and laggards. The specific percentage of adopters in each category is not critical information; neither are the differences in characteristics that separate any two of the categories. The importance of the classification scheme is to highlight that the characteristics and needs of potential adopters differ during the diffusion process. Of special importance is recognizing the roles played by innovators and early adopters.

Rate of adoption

Time and the rate of adoption



The rate of adoption is the third area in the diffusion of innovations that involves time (Rogers, 1995) [44]. Adoption of innovations is slow and gradual at the start.

Five adopter categories are:

- 1) Innovators
- 2) Early adopters
- 3) Early majority
- 4) Late majority
- 5) Laggards

These categories follow a standard deviation-curve, very little innovators adopt the innovation in the beginning (2,5%), early adopters making up for 13,5% a short time later, the early majority 34%, the late majority 34% and after some time finally the laggards make up for 16%.

Adopters categories

- Innovator
- Early adaptors
- Early majority
- Late majority
- Laggards

The nature of society

The fourth and final factor, which influences the diffusion of innovations, is the nature of the society to whom the innovation is introduced. The "society" is known as a social system. (The social system that has innovation are targeted).

Social structure

Within the social system there is a diverse group of individuals who act and react differently. Therefore, social structure is necessary within the system to provide regularity and stability and to be able to predict others' behavior with some degree of accuracy. (Diverse groups who react and act differently) Communication structure is also an important part of a social system. Not all members of a social system communicate equally with each other.

Norms

A social system's structure facilitates or impedes diffusion of an innovation. Norms within the social system provide guidelines for acceptable behavior and also affect diffusion. (Social system structure provides guidelines of accepting behavior of innovation).

Opinion leaders

Opinion leaders also influence the adoption of innovations. Opinion leaders are individuals who provide advice and information about an innovation to members of the social system. These individuals tend to support the norms of the social structure and serve as a model for others. Opinion leaders are at the center of the communication network and reach a large number of people via the interconnected flow of information. (They influence the adoption of innovation).

Variables

The variables of the theory are the transmission of mediated messages or innovations through diffusion theory and media. Do media proponents disperse the innovative messages to the targeted audience?

Knowledge, persuasion, adoption, implementation and confirmation are the independent variables and adoption rate of the innovation is the dependant variable.

Application of the theory

1. Provides a framework that helps media literacy proponents understand why media literacy are adopted and not by others. For example, examining how media literacy proponents can apply the diffusion of innovations theory to increase the adoption of new organic modern farming among farmers in Nigeria. Therefore, an overview of Surry and Farquhar's (1997) [59] article will provide a framework from which to examine how diffusion theory can be applied to the application of organic farming in agriculture.
2. Educational technologies use diffusion theory to explain, predict and account for factors that increase or impede innovations. For example, agricultural extensions and the diffusion of hybrid seed corn among Iowa farmers. Another example is a study conducted on the diffusion of tetracycline, a new medical drug, in 1966. The Pfizer drug company invented this successful new drug and wanted to investigate the effectiveness of their tetracycline advertisements.
3. Communities identify qualities, relative advantage and compatibility that will make innovation through media more appealing to potential adopters.
4. Diffusion theory provides a close look at communication channels used to spread the word about media and how much time it takes, and what the society adopters like.

Criticism

Much of the evidence for the diffusion of innovations gathered by Rogers comes from agricultural methods and medical practice. Various computer models have been developed in order to simulate the diffusion of innovations. Veneris developed a systems dynamics computer model which takes into account various diffusion patterns modeled via differential equations.

There are a number of criticisms of the model which make it

less than useful for managers. First, technologies are not static. There is continual innovation in order to attract new adopters all along the S-curve. The S-curve does not just 'happen'. Instead, the s-curve can be seen as being made up of a series of 'bell curves' of different sections of a population adopting different versions of a generic innovation.

Rogers has placed the contributions and criticisms of diffusion research into four categories: pro-innovation bias, individual-blame bias, recall problem, and issues of equality.

One of the cons of the Diffusion of Innovation approach is that the communication process involved is a one-way flow of information. The sender of the message has a goal to persuade the receiver, and there is little to no dialogue. The person implementing the change controls the direction and outcome of the campaign. In some cases, this is the best approach, but other cases require a more participatory approach.

Future development of the theory

Development studies, research on the spread of innovations can be explicitly broadened to include an exploration of the political, technological, and ideological context of the innovation that will touch the lives of the people. *Health promotion*, in which innovations will define good ideas for healthy behaviors and lifestyles, and the spread of such innovations to enrich and uptake health promotion programs. *Evidence-based medicine* in which innovations will focus on health technologies and practices supported by sound research evidence. *Studies of organizational process, context, and culture*, the research will focus on the adoption, assimilation, and routinization of an innovation. *Interorganizational study*, which examines an organization's innovativeness in relation to the influence of other organizations, particularly interorganizational communication, collaboration, competition and norm setting.

Recommendations

We have discussed the need to go beyond transmitting messages, innovations or information and persuading people, the role of communication for development is to facilitate participation in rural development. We should learn to involve community groups more closely in the communication strategy and help them take ownership of the innovations initiative rather than seeing themselves as beneficiaries of a development intervention. Below are different steps to follow in order to plan and implement innovation and participatory development communication.

1. Establishing a relationship with the local community and understanding the local setting.
2. Involving the community in the identification of a problem, associated with the new innovation, acceptance and its potential solutions and the decision to carry out a concrete initiative.
3. Identifying the different community groups (women, men, elders, youth, royal families. (chiefs) etc.) and other stakeholders concerned with the identified problems (or goal) and initiative.
4. Identifying communications needs, objectives and new innovation activities to the community.
5. Identifying appropriate communication tools like posters, video, newspaper, radio, television, songs,

drama etc.

6. Preparing and pre-testing innovative idea through communication content and materials.
7. Facilitating partnership with the community.
8. Producing an implementation plan for the new innovation idea.
9. Monitoring and evaluating the communication strategy adopted and documenting the development process of the new innovation.
10. Planning sharing and utilization of results.

Conclusion

Participation is the essential condition for development to happen. Developmental initiatives and implementations will not have much impact without the effective participation of the communities. Participatory rural development communication is about involving communities in development projects, it is a tool not recipe.

A key factor to project success is, increased transparency on communities will therefore need easily understandable and accessible information on projects descriptions, cost and implementation arrangement. Communities will be responsible for track of their own participation in the decision-making process.

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