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 COLLEGE OF AGRICULTURE, ANIMAL SCIENCES AND VETERINARY MEDICINE (CAVM)

SCHOOL OF AGRICULTURE AND FOOD SCIENCES (SAFs)

**DEPARTMENT:** CROP SCIENCES

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**LEARNING UNIT:** TECHNOLOGY TRANSFER ,SKILLS AND STRATEGIES

**Topic:*Through RAB community mobilization campaigns (CMC) is a farmer based extension approach that provides proximity extension services to the farmers in the country, detail the CMC structure,activities and achievements in Rwanda***

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**Introduction.**

community is a group of people living in the same area where they interact, support each other, and are bounded by shared experiences or characteristics, and a sense of belonging (Cabiago V, Martin L,Micheinech R, 2016).

 According to Cambridge Dictionary, Mobilization refers to the action of organizing and encouraging a group of people with the purpose of achieving a certain goal.

Community mobilization, refers to the process of building the capacity of a given community where community groups, or organizations plan to carry out and evaluate activities on participatory and sustained basis for purpose of improving their livelihoods either on their own ambition or stimulated by others (Yemataw Z., 2016)

Community mobilization, on other hand is process in which local groups are helped to clarify and express their needs and objectives and in taking collective action to meet them (Recha John, 2016). Thus, community mobilization is seen as being core of development process in community. It aims to empower individuals and groups of people by providing them the required skills to bring change in their communities (A.Khan, 2012)

The main purpose of community mobilization is to get the community to recover from any difficulties they may experience and to be able to deal with the similar situations in the future in a self-sustaining way (Recha John, 2016). Community mobilization has become an integral part of all development initiatives.

In community mobilization, there are community mobilisers which are individuals or leaders who interacts with various groups of people (such as households, school children, community groups, community-based organisations, and religious groups) to influence knowledge, attitudes, and practices (Pius, 2013)

Basic Principles of community Mobilization (Pius, 2013).

**Participation:** This principle requires that every member of a community gets the chance, directly or through representation, to participate in the design, implementation, and monitoring of community-level initiatives. Participation takes into consideration the different experiences, needs, and capabilities of various groups in a community—women and men, youth and the elderly, persons with disabilities and the able-bodied, and ethnic/religious/language minorities and majorities. With community mobilisation, participation is about meeting the interests of the whole community.

**Accountability**: Accountability is the process of sharing information about actions or intentions. Groups and individuals in relationships, such as in communities, are accountable to each other when they honour their commitment to communicate plans and are responsible for what they actually do. In the context of community mobilisation, community members are held accountable to each other.

**Good governance:** Governance in general relates to the process of decision making and how decisions are implemented. Accountability is an essential characteristic of good governance where leaders are held accountable for the decisions made and applied. Governance is most beneficial when it is accountable, transparent, just, responsive, and participatory. Good governance is a goal of community mobilization and helps ensure sustainability.

**Access to information by all members of the community:** Community members should be able to access information to be able to advocate for themselves. In community mobilization, every community member has the right to know the procedures, decision-making processes, and the specifics about community interventions.

The community mobilization campaign refers to put in action the mobilization processes (RAB, 2015). Rwanda Agriculture Board (RAB) and others Agriculture related institutions are using this community mobilization campaign to introduce the new innovations to the farmers for the purpose of improving this sector, especially from subsistence to market-oriented agriculture.

**Objectives of this study**

This study aims at finding out how,

1. CMC is structured in Rwanda through RAB
2. CMC is put into action in Rwanda through RAB
3. Farmers benefits from CMC in Rwanda.

**Literature Review**

The Twigire Muhinzi extension model is a true ‘home-grown solution’ that has been developed and implemented by RAB, under the responsibility of MINAGRI, in close collaboration with Districts and Sectors. (Bertus Wennink, 2016). This model was transferred to the farmers through Community mobilization campaign where Farmer Promoters mobilize farmers in Twigire Groups which serve as entry points for the dissemination of basic extension messages around village demonstration plots. At the end of 2015, 14,200 Farmer Promoters had created approximately 75,800 Twigire Groups (in 90% of all villages) which involve an estimated 1,100,000 agricultural households (MINAGRI B. , 2016).

The campaign for establishment of model farms and FFS groups in grazing production system in Nyagatare was conducted in January and February 2019 and held in Rwimiyaga and Nyagatare Sectors. 596 farms were visited. They were grouped into 53 groups of 10-15 farmers and farm assistants. The learning topics of these groups are: clean milk production, feeds and feeding, animal health and farm improvement. (MINAGRI, 2019)

Land use consolidation as an extension service was also transferred to the farmers through Community Mobilization Campaign.

Land Consolidation is generally considered as putting together small plots with the aim of making them viable and more productive through economies of scale (Birasa Nyamulinda, 2014)

The Land Use Consolidation (LUC) was introduced in 2008 and is an important component of agricultural policy in Rwanda. As part of the Government of Rwanda’s broader Crop Intensification Program (CIP), LUC entails participating farmers consolidating aspects of their operations with neighboring farmers, while retaining individual ownership of their land. LUC farmers also agree to grow a single priority crop that has been identified by the Ministry of Agriculture (MINAGRI) as best suited to local conditions and consistent with Rwanda’s overall agricultural strategy (Birasa Nyamulinda, 2014).

**Field examples**

Community Mobilization Campaign (CMC) tehnically led by Farmer Field School Facilitator was used to intervene in the eradication of diseases such as Banana Xanthomonas Wilt (BXW) in banana and Striga in cereals. 242000 farmers were united to fight the diseases on over 10000 hectares (Raf Somers, 2017)

Twigire Muhinzi extension model which is a true ‘home-grown solution’ to ensure that all farmers in Rwanda have access to advisory services, it was implemented by MINALOC and MINAGRI. This model was delivered to the farmers through FFS Facilitators by setting the FFS Plots for understanding of crop production, and trained the farmers promoters in the establishment of DEMO Plots based on FFS best practices to learn the good agronomic practice (RAB, 2015).

**The Structure of Community Mobilization Campaigns**

The structure of community mobilization is arranged in way at which every community level is mobilized about any new technology to be transferred to the farmers. here mobilization starts from top level to the beneficiaries.

The following is an example of community mobilization infrastructure with reference to Twigire muhinzi.



**Achievements of Community Mobilization Campaigns Through RAB**

Referring to the Twigire Muhinzi extension model that had been Transferred to the farmers through Community Mobilization Campaign, the following were achieved.

**Changes in farming practices**

Through Twigire Muhinzi extension model, farmers receive advice on GAP (Good Agricultural Practices), which are technologies that, when applied correctly, increase crop production. They include the use of agricultural inputs in order to achieve maximum increase in crop productivity. Farmers who have been trained by FFS Facilitators and Farmer Promoters more often apply GAP than farmers who have not been trained. On average about 70% of trained farmers apply GAP while only 38% of non-trained farmers apply these recommended technologies (MINAGRI B. , 2016).

**Improved crop productivity and income**

Farmers who had been trained by FFS Facilitators and Farmer Promoters on average obtained higher yields than farmers who did not receive training from these extension agents. FFS participants achieve higher yields than farmers who have been trained by Farmer Promoters. On average, FFS farmers produce 45.3% more than non-trained farmers while farmers trained by Farmer Promoters produce 9.2% more than non-trained farmers. (MINAGRI B. , 2016)

**Increased pluralism of extension services (2012-2015)**

Since 2012, Farmer Promoters and FFS Facilitators have become important service providers. In 2012, only 5% of services was provided by model farmers (predecessors of Farmer Promoters). At the time this was the only form of farmer-to-farmer extension. Nowadays, the Farmer Promoter is providing 21% of all services provided. The FFS Facilitators are responsible for 13% of all services. With other words, the system has become more pluralistic and the contribution of farmer-to-farmer approaches to extension has increased (Bertus Wennink, 2016)

With reference to land use consolidation, that transferred to the farmers through community mobilization, the following are benefits gained by the farmers.

LUC provides farmers with important access to inputs, such as improved seed and fertilizer (either organic or chemical), as well as frequent visits by extension agents (Birasa Nyamulinda, 2014).

Through LUC, Farmers livelihood was increased due to the increased productivity.

To conclude, the community mobilization campaign brought great changes in sector of agriculture in Rwanda, as every new technology to be transferred to the farmers require mobilization to be adopted or not. Through CMC farmers get advices on Good Agricultural Practices (GAP) that help them in increasing the production. Farmers also get involved in Land Use Consolidation (LUC) which helped them to grow one crop on large scale resulting into increase in production, wellbeing of farmers and economy of the country in general.

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