

RESOURCE GOVERNANCE AND DEVELOPMENT IN AFRICA

FESTSCHRIFT
in Honour of
PROFESSOR VICTOR ARE KOLAWOLE



EDITED BY
KAMAR HAMZA | AHMED MOHAMMED LETSWA | SHUAIBU SHITU ISYAKU

CONTENTS

Acknowledgements	v
Notes on contributors	x
Foreword by Professor Adamu Abu Kasim	xiii
Foreword by the Dean Faculty of Management and Social Science	xv
Introduction by Professor D. F. Omokore	1-6
Professor Kolawole's Contribution to the Academia and National Development	7-26
I. Resource Governance and Agricultural Productivity	
1. The Crisis Facing the Peasantry in Post-Independence Nigeria Prof Omokore, D. F. & Yusuf, H.O.	27-53
2. Anchor Borrowers' Programme (ABP): A Viable Policy for Rural Agricultural Development of Nigeria Abdullahi, M. M.	54-64
3. Role of Governments in regulating Domestic Water Activities in Nigeria Ibrahim, S.I Ph.D,	65-77
4. Rainwater Harvesting in Oke-Ero Local Government Area, Kwara State, Nigeria Prof. Ifabiyi I. P., Sanni-Manuel, B. A (nee Kolawole) & Prof. Kolawole V.A.	78-94
5. Comparative Economic Efficiency of Irrigated and Rain-Fed Onion Production in Kano State, Nigeria Prof. Omolehin, R.A. & Oyewole, S.O. Ph.D	95-106
6. Dynamics and Applicability of Game Theoretical Model Approach on Small Holders Farmers Decision-Making Supports for Profit Maximization in Niger State, Nigeria Adamu, B.A, (Ph.D & Adamu D. A.	107-117
7. Agriculture, Digital Industrialisation and Food Security Policy in Africa Hamza, K. PhD,	118-130

II. Media, Security and Development

8. Farmer-Herders' Crisis: The Quest for Peace-Oriented Journalism for Rural Agricultural Development in Nigeria
Akote, Y. A. 131-147
9. Development Communication and Investment in Agricultural Extension in Africa
Awoyemi, A. Ph.D & Ifabiyi, J. O. Ph.D 148-156
10. Interrogating the Political Economy of African Security in the State of Underdeveloped Capitalism
Abdulrahman, A. 157-174
11. Digital Media and Counter-Insurgency in Nigeria's Internal Security: An assessment
Kantiyok, B. C. & Auta M. K. 175-184
12. Social Media and End-SARS Protest in Nigeria
Kalu, N.O. 185-199
13. Farmers/Herders Conflict and Its Implication on National Security in Nigeria
Ahmed M. L., PhD & Mohammed L., Letswa A. M. 200-210
14. COVID 19 Pandemic and International Economic Relations
Isyaku, S.S. 211-219

III. Covid 19 and Economic Development

15. The Effect of COVID 19 Global Pandemic on Development in West Africa
Isah, I. 220-228
16. Covid-19 Global Pandemic and Nigerian Economy; Issues and Possibilities
Buhari, I. 229-239
17. Covid -- 19 Pandemic Lockdown in Nigeria: A Liberalization of Poverty
Niworu S.M, Ph.D; Haruna A.A. & Katcha, F.A. 240-253

IV. Challenges of Political and Social Development

18.	Primordialism and African Development: The Nigerian Perspectives Abu I., PhD,	254-271
19.	Analysis of Factors that Motivate Intrapreneurial Infection of Employees in Fast Food Firms Gunu Umar & Tsado Emmanuel	272-296
20.	Assessment of Value-Based Leadership Style of President Muhammadu Buhari (2015 - 2018) Professor Yamma, A. M & Izom, D., Y. Ph.D,	297-314
21.	Legislature-Executive Interactions in Nigeria's Foreign Policy Under the Fourth Republic Democratic Governance Okpe V.V. & Letswa A. M.	315-332
22.	Appraisal of The Contributions of Non-Governmental Organizations (NGOS) to Poverty Alleviation in Chanchaga Local Government Area of Niger State Muhammad, A.	333-352
23.	Primordialism, Ethnicity and Nigeria's Development Challenges: An Evaluation of the Opinions of Some Abuja Residents Okwuwa, C.O.	353-374
24.	Poverty and Abundant Resources: A Critical Analysis of Failure of Poverty Alleviation in Nigeria Edita, M. N.	375-388
25.	The Leadership Style of Professor Victor Are Kolawole: A Shining Example of Mentor - Mentee Relationship in IBB University, Lapai Niworu, S.M., PhD; Alkali F.A. & Abdullahi, M.S	389-398
	APPENDIX I	399-401
	APPENDIX II	402-410
	INDEX	411-424

DEVELOPMENT COMMUNICATION AND INVESTMENT IN AGRICULTURAL EXTENSION IN AFRICA

Alfred Olatayo AWOYEMI
John Oluwaseun IFABIYI

Abstract

Development Communication is the communication with a social conscience. Development communication is primarily concerned with how to bring about change to the society. Extension is a professional communication intervention deployed by an institution to induce change in voluntary behaviours with a presumed public or collective utility. Extension programmes can bring about change across African countries if they were well funded. This paper tries to explain the concept, theory and practice of development communication and the impact of investment in agricultural extension on agricultural productivity across Africa. This paper therefore recommends that investment in agricultural extension programmes and services should be increased in African countries so as to enhance the agricultural productivity. There should also be periodic training of extension workers so as to make extension service delivery effective and efficient.

Key words- Development Communication, Investment, Agricultural Extension

Introduction

Africa holds more than 60% of the world's arable land. However, the continent's share in global agricultural production is low (Johanson & Saint, 2007). Vast areas of land are not cultivated and productivity is lower than the rest of the world. Agriculture remains one of Africa's most important economic sectors, accounting for over 15% of the region's GDP and providing employment for more than two-thirds of the population (NEPAD, 2013). Agricultural practices in African countries depend largely on crude techniques and use of family labour as Oxford business group, (2018) reported that family farming accounts for about 90 % of agricultural activity in Africa. According to the Inter Academy Council (IAC) (2004), Africa is a place where, because of famine, disease, and a growing population, almost 200 million people are undernourished and 33 million children go to sleep malnourished and hungry every night. African countries depend on the developed nations for food aids and importation of goods. The African agricultural sector has been neglected by both African leaders and donor agencies and countries. The sector is undercapitalised and underdeveloped even in relatively advanced countries like South Africa, Nigeria, Ghana and Kenya. This negligence is made evident by underinvestment in the sector.

Development Communication

Development implies changes in relationships with the internal physical, and the external socio-economic and political environment instead of being controlled by it, a change from impotency to potency (Imoh, 2013). The term development communication was first used by Nora, Quebral in 1972, and they define the field as: the art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socioeconomic growth that makes for greater equity and the larger unfolding of individual potential (Imoh, 2013).

Development communication is the practice of applying processes, strategies and principles of communication to achieve positive social change in the society (Quebral, 1973). The term development communication can also be defined as the use of communication to facilitate social development. Development communication techniques include information dissemination, social marketing, media advocacy and agricultural extension programmes and services.

Development Communication is communication with a social conscience. It takes humans into account. Development communication is primarily associated with rural problems, but is also concerned with urban problems. It has two primary roles: a transforming role, as it seeks social change in the direction of higher quality of values of society. In playing its roles, development communication seeks to create an atmosphere for change, as well as providing innovations through which society may change.

Development communication process can be adjusted according to needs, which improves the programme as a learning process, as the concept of development communication is continuously evolving. Development of different digital technologies have made the concept broader and more participatory. Development communication deals with two types of audience, which are the communicators comprising development bureaucracy, media practitioners and professionals (extension agent) and the people i.e. the audience who can be informed or uninformed; educated or semi-literate or literate (which could be farmers, women, youths).

In Africa, radio and extension agents are often used to promote educational, health and agricultural development programmes especially in the rural areas. With support from Food and Agriculture Organization (FAO), some development programmes in Africa have used participatory communication approaches such as Participatory Rural Communication Appraisal (PRCA) to enhance project results and sustainability (Mayonzo 2006).

Principles that Guide Development Communication

Jackson, (1997) came up with a number of principles that guide development programmes. The Principles include:

1. Developing new behaviours is a process, not an event. Learning often requires repeated attempts at the desired behaviour. This principle underscores the importance of setting specific objectives for behavioural development.
2. Beliefs and values influence how people behave. Beliefs involve how people think about end results.
3. A behaviour is likely to be repeated if the benefit is rewarding and it is less likely if the experience is punishing or unpleasant.
4. Social relations and social norms have a substantial and persistent influence on how people behave. These norms extend from individuals to social groups such as family and farming group.

Theoretical Perspective

The main idea behind development communication is that it is a vehicle for development of people for bringing about change among the targeted population (Shraddraha, 2018). Communication seeks to serve the people without manipulation and encourage their genuine response. Communication is to develop conscientization or critical consciousness which can be about self-responsibility, social conscience and self-determination for right judgements and for social communication (Shraddraha, 2018).

Development is the process of bridging the gap between the so-called Developed world and the Under-developed countries (Africa). Development is believed to be the process which made the Under-developed countries to be dependent on the developed countries. The Under-developed countries had to follow their kind of political, economic and agricultural systems, like heavy industries, capital intensive technology which also include mechanized farming. For any development programme to be successful, there is need for effective information, education, communication and motivation to the target audience or beneficiaries.

Investment in Agricultural Extension Services

Extension is a professional communication intervention deployed by an institution to induce change in voluntary behaviours with a presumed public or collective utility. Extension is the organized exchange of information and the deliberate transfer of skills. Agricultural Extension refers to a set of activities which involves communication, information, demonstration and technical training geared towards disseminating

improved farm technologies to the farmers and transforming their skills, knowledge and attitude towards improved farm production and standard of living (Ogunwale1998). The essence of agricultural extension is to facilitate interplay and nurture synergy within a total information system involving agricultural research, agricultural education and a vast complex of information-providing businesses. The principles that guide extension service include principle of interest and needs, principle of cultural difference, principle of participation, principle of adaptability, principle of leadership, the whole family principle and the evaluation principle.

In order to raise farmers' income and production in developing countries, governments have been aggressively promoting and reforming agricultural extension services in their countries. In African countries, the bulk of agricultural extension services are provided by public agencies, usually located in the ministry of Agriculture. However, there are few private extension service providers which are managed by Non-governmental agencies, private firms and association. Agricultural extension is the link between research and farmers. Research must be well funded for extension services to be effective. Countries that have invested simultaneously in agricultural extension and on research and development (R&D) have had the strongest Total Factor Productivity (TFP) growth (Fuglie, 2012). Countries that build their National Agricultural Research Systems (NARS) capable of producing a steady stream of innovations suitable for local farming systems have generally achieved higher growth rates in agricultural productivity than countries that do not make these investments.

Impacts of Increased Investment on Extension Services on Agricultural Production Across Africa

Table 1 Impacts of Investment in Extension Services on Agricultural Production

C o u n t r y	A g r i c u l t u r a l P r o d u c e	Percentage Increase Due to Investment in Extension Services		
1. N i g e r i a	C o c o a	4	2	%
2. K e n y a	M a i z e	4	0 - 6	0 %
3. M a l i	M a i z e	1	3	5 %
4. Z a m b i a	M a i z e	9	0	%
5. S e n e g a l	C o w p e a	9	2	%
6. G h a n a	M a i z e	7	4	%
7. Z i m b a b w e	M a i z e	4	3	5 %
8. C a m e r o o n	C o w p e a	3		%
9. M a l a w	M a i z e	4	-	7 %

Adapted from Adekunle(2013) and Evenson (1996).

Table 1 shows the impacts of increased investment in Agricultural extension on Agricultural productivity across some African countries. The impacts of extension services across Africa include - Nigeria (Cocoa-42% increased production), Kenya (Maize- 40-60% increased production), Mali (maize-135% increased production), Zambia (maize-90% increased production), Senegal (cowpea- 92%increased

production), Ghana (maize-74% increased production), Zimbabwe (maize-43.5% increased production), Cameroon (cowpea, 3% increased production), and Malawi (maize- 4-7% increased production) (Adekunle, 2013). This shows that the impact of agricultural extension services on crop production is positive. Investment in agricultural extension across Africa will boost agricultural production, reduce food insecurity and poverty. This is because, agricultural extension has the means to transfer technology, support rural adult learning, assist farmers in problem-solving and getting farmers actively involved in the agricultural knowledge and information system (Gebrehiwot, 2015).

Provision of Training and Motivation to the Extension Agents

There is need for provision of training and motivation in form of good working conditions and financial incentives to the extension agents across Africa as these will enhance their productivity. According to Adisa (2011), the extension sector in Africa must rise, albeit in collaboration with other stakeholders, to the challenge of enhancing the knowledge, attitudes and skills of extension agents and the clientele concerning issues that affect agricultural development and rural development. There is the need to regularly analyze the technical and communication skills of extension agents who serve as link between research and development (R&D) efforts and the clientele (rural people and farmers) on agricultural and other rural issues. Radhakrishna and Thomson (1996) state that extension agents require continuous practical agricultural education that would provide them with opportunities to relate to rural people in an interactive process that combines scientific procedure and knowledge with indigenous knowledge in client-centered problem-solving activities. However, Allo (2001) points out that one of the main factors limiting the development of effective training programmes for agricultural professionals in developing countries is the inadequacy of information on their training needs. Hence there is need for more information on the training needs of extension agents. Androulidakis and Siardos (2005) that extension agents' competence should be in accordance with the task areas in which they will be assigned to operate in order to perform successfully. Hence, the importance of in-service training on the tasks performed by the extension agents.

Table 2: Frequency of Tasks Performed by the Extension Agents

Tasks Performed by Extension Agents	Mean Score	Standard Deviation	Rank
1. Communication with farmers	4 . 6 0	0 . 4 9	1
2. Planning demonstration	4 . 6 0	0 . 4 9	1
3. Evaluation of trials	4 . 5 7	0 . 5 0	3
4. Training of farmers	4 . 5 6	0 . 5 0	4
5. Selection of contact farmers	4 . 5 2	0 . 7 2	5
6. Recording and reporting	4 . 4 6	0 . 7 5	6
7. Establishment of SPAT	4 . 4 6	0 . 8 4	6
8. Formation of women groups	4 . 3 5	0 . 4 8	8
9. Nutrition and food utilization demonstration	4 . 2 4	0 . 4 3	9
10. Farmer identification	4 . 1 8	0 . 9 2	1 0

Adapted from Omoregbee and Ajayi (2009)

The result in Table 2 shows that Communication with farmers and planning demonstration (=4.60) were the highest ranked and the most frequently performed tasks by extension agents. The third most frequently performed task was evaluation of trials (=4.57) and training of farmers (was the fourth ranked task. Extension work involves performance of different kind of tasks using diverse extension teaching methods. This affirmed the findings of Williams, Fenley and Williams(1984) who reported that for extension services to be effective and efficient, extension agents must be agile and active as the extension work involves a lot of energy demanding activities like frequent communication, use of diverse teaching methods, farm visit, carrying out a lot of demonstrations and trials, and traveling.

There is the need to motivate extension agents to perform better as extension services have been contributing effectively in terms of advisory services and education of farmers with regard to stable food production across Africa. The effectiveness of job performance by agricultural extension agents can be enhanced when they are well motivated. As noted by Mojuyinola (2000), that the determinants to one's action (motivation) predict one's ability. Ifenkwe, (2012) also stated that good extension programmes do not yield positive results, unless they are executed by a good number of energetic and motivated staff. Haile and Abebew (2012) further stressed that motivation of agricultural extension agents will determine their effectiveness. This indicates that for extension service delivery to be effective and efficient, there is the need for motivation of extension agent.

Use of Information Communication Technologies (ICTs) in Achieving Communication for Development among Rural Farmers across Africa

The information communication technologies (ICTs) is gaining grounds in Africa. The ICT tools that have great potential in agricultural extension include use of radio, television, video clips, audio records, computer, phones, short message services (SMS), Whatsapp messages, E-mail and internet services. The use of ICT is increasing among rural farmers. Farmers that are close to where there are internet facilities would have unlimited access to agricultural information and electronic extension services. According to Food and Agricultural Organization (1998), use of video clips has been adopted in Mali where over several training packages were produced and used for educating farmers on crop and livestock production, natural resources management, health and mechanization. According to Lunch (2006), several trainings have been conducted using participatory video in Ghana, South Africa, Mali, Liberia and Guinea. The participants learn how to enhance their productivity through the use of video equipment.

Chapman and Zakariah (2003) highlighted a number of radio-programmes designed principally for farmers in Niger, Mali, Senegal, Malawi, Benin and Zimbabwe. Radio programmes on agricultural production are common across Africa. Radio is a veritable tool for development of rural areas through agricultural programmes that can enhance the skills, knowledge and provision of information on inputs and market outlets to the farmers.

Use of phones, computers and internet would make extension service delivery to be faster, effective and efficient. As demonstrations can be shown to farmers from far places and farmers across regions and countries can share knowledge and information. However, these depends on the level of education of the farmers, farmer's ICTs skills, access to ICTs equipment and good internet network. In Africa, compared to other countries, South Africa is ahead of others in terms of ICTs usage and facilities. South Africa farmers have unlimited access to information and extension services due to the availability of good and affordable ICTs equipment and services (Kiplang'at, 2003).

CONCLUSION AND RECOMMENDATION

In order to improve the productivity of farmers, reduce poverty and food insecurity across Africa, investment in Agricultural extension services is the way out as extension is the link between the farmers and innovation. This paper therefore recommends that there is the need for African countries to prioritize and increase spending on agricultural research and development, and there should be periodic training of extension workers so as to make extension service delivery effective and efficient.

REFERENCES

- Adekunle, O.A., (2013). 'Key to Unlock' The one hundred and Twentieth (120th) Inaugural Lecture of the University of Ilorin, 25th January 2013.
- Adisa, R.S. (2011). Management of farmer-herdsmen conflicts in Nigeria: Implications for collaboration between agricultural extension service and other stakeholders. *Journal of International Agricultural and Extension Education*, Vol. 18, No. 1, pp 60-72.
- Allo, A.V. (2001). Professional requirements of the extension worker in training the extension worker. FFTC Extension Bulletin, No. 173.
- Androuhdkis, S.I. and G.C. Siardos (2005). Agricultural Extension Agents' Perception Regarding their Relevance and Competence in Certain Professional Task Areas. Jimmy Project Materials II. 4p. Available at www.jimmyproject.org.
- Chapman, R., B and Zakariah A.B.T (2003). Rural Radio in Agricultural Extension: The Example of Vernacular Radio Programmes on Soil and Water Conservation in Nigeria. Ag REN Network paper No 127.
- Danso-Abbeam G., Ehiakpor D.S., and Aidoo R. (2018). Agricultural extension and its effects on farm productivity and income: insight from Northern Ghana. *Agric & Food Secur* 7:74
- Evanson, R. (1996). Extension, Technology and Efficiency in Agriculture in Sub-Saharan Africa. In Berth, S.A (ed.) *Achieving Greater Impact from Research Investments in Africa*. Sasakawa Africa Association, Mexico City, 1996.
- FAO (1998). Knowledge and Information for Food Security in Africa from Traditional Media to the Internet. Communication for Development Rome, Food and Agriculture Organisation. Pp.1-21.
- Fuglie, K.O., (2012). "Productivity Growth and Technology Capital in the Global Agricultural economy". In Fuglie, K.O., S.L., Wang, and V.E. Ball eds (2012), *Productivity Growth in Agriculture: An International Perspective*, Oxfordshire, UK: CAB International.
- Gebrehiwot K.G., (2015). The impact of agricultural extension on households' welfare in Ethiopia. *Int J Soc Econ.*;42(8):733-48.
- Haile, M. G., Abebaw, D. (2012) "What Factors Determine the Time Allocation of Agricultural Extension Agents on Farmers' Agricultural Fields? Evidence from Rural Ethiopia" *J. Agric. Ext. and Rural Dev.* 4 (10): 318-329.
- Ifenkwe, G. E. (2012) "Agent-Related Factors Affecting the Performance of Agricultural Extension Staff in Abia State, Nigeria". *J Agri Sci*, 3 (1): 45-48.
- Imoh, G.O. (2013). Application of Development Communication in Africa's Rural Development- Need for a Paradigm Shift. *Global Journal of Arts Humanities and Social Sciences Vol.1, No.4*, pp.15-33,
- Inter Academy Council. (2004). Realizing the promise and potential of African agriculture: Science and technology strategy for improving agricultural

productivity and food security in Africa. InterAcademy Council Report, June. IAC Amsterdam, The Netherlands.

- Jackson, C. 1997 Behavioural science theory and principles for practice in health education. *Health Education Research*, 12, 143-150.
- Johanson, R. and Saint, W. 2007. Cultivating knowledge and skills to grow African Agriculture. Unpublished paper commissioned by the World Bank, Washington, D.C.
- Kiplang'at, J. (2003). Does Agricultural Extension have a New beginning because of ICTs? Reflection on Experiences in Sun-Saharan Africa. Keynote Paper Presented at the 6th Consultative Export Meeting on CTA's Observatory on ICTs. Wagenigen. Sept.23-25.
- Lunch, C. (2006). Participatory Video as a Documentation Tools *LEISA* 22(1) 31-32.
- Manyozo L. (2006). "Manifesto for Development Communication: Nora C. Quebral and the Los Banos School of Development Communication". *Asian Journal of Communication*. 16 (1) 79-99.
- Mojinyinola, J. K. (2000) "Psychological Strategies for Motivating Patients Back to Health". *Nigerian Journal of Social Work*, 4: 53-64.
- NEPAD (2013). African Agriculture, Transformation and Outlook. NEPAD, November 2013, 72 p.
- Ogunwale, O. (1998). Private sector involvement in Extension: The Shell Petroleum Development Company of Nigeria. A Paper at the Agricultural Extension Society of Nigeria(AESON) Makurdi, June 17-19, pp 60-68
- Omoregbee, F.E. and Ajayi, M.T. (2009). *Journal of Tropical Agriculture, Food, Environment and Extension* Volume 8 Number 2 May 2009 pp 97 – 103.
- Oxford Business Group, (2018): Report on Agricultural Practices in Africa.
- Quebral, N. (1973). "What Do We mean by Development Communication?" *International Development Review*. 1. (1).
- Radhakrishna, R. B and Thomson, J.S. (1996). Extension agents' use of information sources. *Journal of Extension* 34(1), pp. 12-17.
- Shraddraha, B. (2018). Development Communication Theory, In *Businesstopia*, Accessed online on 01/09/2020 at [http:// www.businesstopia.net/mass-communication/development-communication-theory](http://www.businesstopia.net/mass-communication/development-communication-theory).
- Williams, S.K.T., Fenley, J.M, and Williams C.E. (1984). A Manual for Agricultural Extension Workers in Nigeria. Les Shyraden Publishers, Ibadan, Nigeria.