

Usage of VERCON in Extension Lessons learned

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**In the context of
organization
Sites were
selected
according to the
information
generation**

فى إطار التنظيم

**تم إختيار المواقع ذات
الإسهام أى التى لها
مخرجات من المعلومات**

Communication linkages followed the formal organizational linkages with the same organizational control points

تم تصميم خطوط الإتصال بحيث تتبع خطوط الربط التنظيمي ونفس نقاط الإدارة التنظيمية

Management was controlled by decision makers board, and executives board which helped the institutionalize VERCON after the FAO project concluded. In the annual plan, all sites participated in the network according to its facilities.

Public access was only allowed in one system (VERCON Forum) made interested users contact CAAES, CLAES and AERDRI by e-mail. CAAES had access to the problem solving system and was assigned responsible for dealing with those users.

Monitoring of the working sites was done through performance appraisal meetings, which made VERCON users acquire computer and internet skills very fast.

إعتمدت المتابعة والتدريب على إجتماعات تقييم الأداء مما أدى الى سرعة إتقان المستخدمين بجميع المواقع لأعمال الشبكة

**Incentives based
on staff
performance
according to the
systems
monitoring made
the VERCON
performance
improve rapidly.**

تم ربط انظام الحوافز بأداء
المستخدمين مما أدى الى
تحسن أداء الشبكة
بإضطراد

**Monitoring cycle
was very short
which helped all
systems to updated
at least once and the
system of farmers
problems to be
upgraded and have
a monitoring
supported system.**

()

▪

**Monitoring
covered staff
performance,
information
needs, hardware
needs and
performance, and
coordination with
other
organizations.**

**Access to
monitoring
results was a
strong demand of
the field staff**

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**A good starting
point for
extension
organizational
memory
crystallized.**

تمثل محتويات الشبكة
حاليا نقطة إنطلاق لتكوين
ذاكرة تنظيمية إرشادية

Feedback of farmers and extension interaction is poorly utilized by both research and extension systems.

تحليل والإستفادة من التغذية العكسية من مشكلات الزراع لم يستغل بشكل كامل

Broader linkages
with research
system was
postponed until
ARC network
complete

تم تأجيل الربط الكامل مع
معاهد ومعامل مركز
البحوث الزراعية لحين
الإنهاء من شبكة المركز

In the context of systems cognitive approach:

A clear cognitive approach was followed to build various VERCON systems to cover users' needs of data, information, problem solving, ideas and experience sharing, and general knowledge.

**Problem solving
systems covered
production,
administrative
and marketing
problems using
two different
systems.**

**Although most
systems were
used, their
capacities were
not fully utilized.**

**Applying written
word for interaction
between
extensionists and
researchers was
confusing and
solved by training
and assigning
AERDRI researchers
in charge of final
revision of problem
solutions before
uploading.**

**Only one new
research point
was raised by an
extension center
in Nobarria that
was a new insect
infection, while all
other problems of
farmers were
regular.**

**Records of
farmers problems
revealed some
shortage in
bulletins contents
and it is under
analysis now.**

**Feedback
revealed the need
for new extension
bulletins as
CAAES
responded by
demanding such
material from the
concerned
research institute.**

Analyzing VERCON

audience revealed
other categories
that their needs
should be met

أسفر تحليل جمهور
مستخدمي الشبكة عن
وجود قطاعات أخرى غير
الزراع يجب أن تستهدفها
الشبكة

VERCON users affiliation

	%	
Research institutions	18.8	
CLAES	5.0	
Universities	4.0	
Research institutions	26.2	
Governmental	0.8	
NGOs and private sector	5.0	
Individuals	34.1	
International institutions	2.5	
Undefined	3.5	
Total	100	

(VERCON Forum database)

N = 733

VERCON users

	%	
Researchers	43.1	
Extensionists	34.0	
Farmers	9.4	
Others	13.5	
Total	100	

VERCON female users were a considerable category, yet with no suitable content

كانت النساء تمثل نسبة لا يستهان بها من مستخدمي الشبكة رغم عدم وجود محتوى موجه إليهن بصورة مباشرة

	%	
Male	76.1	
Female	12.6	
National and international organizations	4.9	
Unidentified	6.4	
Total	100	

**Permanent users
were about 1/4 the
subscribers, while
60% of them lost
their interest after
the first visit. This
topic is in the
research agenda
now.**

%60

Curious users (One Day)	Casual users (1 week)	Observer (One month)	Permanent users (> month)	
8.33	00.	8.33	83.33	
61.05	14.74	3.16	21.05	.1
70.63	16.78	6.29	6.29	.2
82.54	12.70	00.	4.76	.3
39.13	21.74	00.	39.13	.4
80.00	00.	6.67	13.33	.5
71.43	9.52	00.	19.05	.6
66.67	00.	11.11	22.22	.7
67.57	5.41	10.81	16.22	.8
66.67	8.33	8.33	16.67	.9
58.54	2.44	12.20	26.83	.10
65.33	9.33	8.00	17.33	.11
58.97	10.26	17.95	12.82	.12
81.40	4.65	6.98	6.98	.13
66.67	16.67	6.06	10.61	.14
81.58	13.16	5.26	00.	.15
60.38	8.57	6.54	24.51	.16
				Average

May 2002 to October 2003

Previous

Next

**The rate of
VERCON visitors
and the number of
hits is increasing
rapidly. Analyzing
this rate was
correlated
positively with the
joining new sites
and training.**

Farmers and problems

Farmers with the same problem	%	Farmers	Problems		
1-3 farmers	85.3	761	516	3	1
4-15 farmers	14.0	655	85	15	4
16-25 farmers	0.7	90	4	25	16
Total	100	1506	605		

October 2003

Problem type

Problem type	%		
Production	90.7	549	
Administrative	8.3	50	
Marketing	1.0	6	
Total	100	605	

Problem fields

%		%	
1.2		26.0	
	Methods		Plant Disease
1.0		24.8	Insect control
	Recommended variety		
0.8	Fertilizer shortage & high prices	8.4	Fertilization
0.7		5.5	Weed control
	Storage		
0.7		5.1	() Irrigation and Drainage (Admin)
	Tillage		
0.2		4.1	Timing
	Harvest		
0.2		4.1	() Irrigation and Drainage
	Marketing		
13.1		2.0	Seed rate
	Other (prod.)		
0.8		1.5	Seeds unavailability
	Other (Admin.)		