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Assessment of communication mechanisms with the beneficiaries of development projects related to agriculture and food security in West Bank

Abstract

The present study focused on the assessment of communication mechanisms with the beneficiaries of development projects related to agriculture and food security in West Bank, during the time period from 2005 to 2008.

The study population included all the 150 community based and non government organizations implementing development projects related to agriculture and food security in the West Bank as recorded in data base of the Food and Agriculture Organization of the United Nations (FAO). The study has been designed and carried out following the descriptive method, using the methods of observation and personal interview with the NGOs to collect preliminary data needed, and through the interview questionnaire that has been designed and tested to achieve the objectives of the research. The collected data were analyzed using the SPSS statistical analysis. The results showed that the rate of use of communication mechanisms by NGOs for projects related to agriculture and food security was average through the various phases of the project cycle, including planning, design, implementation and post implementation. It had revealed that the most common mechanisms used by NGOs rely upon interviews with communities representatives and awareness and guidance meetings. In regard to the mechanisms used in identifying the projects sites and beneficiaries, the study showed that priority was given to women to benefit from the proposed projects due to their effective role in the communities. The analysis concluded that there is limited interest to use modern communication approaches and tools despite the existence within the majority of these NGOs of a dedicated unit for communication with beneficiaries. This is due mainly to the lack of modern communication capacity and to limited budget which does not allow for the use of such modern tools. The results indicated also that planning for communication mechanisms is primarily based on the views and experiences of representatives of communities as well as the help of the communication expertise among NGO members. The results also revealed that evaluation and follow up of the communication process with beneficiaries is carried out by the project managers and/or projects financiers and the social experts. There is no implication of communication specialists and that the majority of NGOs do keep record of the communication plan and its results.

The study provided a set of recommendations chief among them the need to support efforts to raise awareness, motivation and education and to implement development plans through the design of strategies to communication with beneficiaries of development projects, and selection of appropriate and tested tools with due consideration to effective implementation schedule. Some of the actors have the tendency to start communication activities directly without any prior planning which would lead to the absence of the desired effect and that inability to know whether these activities have contributed to resolving the problem of the project implementation and development. Prior planning will make this possible and engage all key actors part in the communication and development efforts. This would entail the adaptation of this communication methodology to strengthen the dialogue and ensure a participatory approach in decision making. A monitoring and evaluation plan should be prepared for all outreach activities with defined timetable and budget. Preparing

the budget for support of the communication strategy and its related activities should take into consideration the concept of cost to encourage groups beneficiaries to take responsibility for activities. It also require creation of ideal conditions that lead the success of communication mechanisms in the performance of their task which consist in keeping record of the whole activity from beginning to end in order to give a brief on each achieved step. This reporting should reflect all the difficulties and problems faced and the solutions that have been adopted. This is what is commonly meant by documenting the communication activities.



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0.000	0.336		1
0.000	0.459		2
0.001	0.217		3
0.000	0.423		4
0.000	0.417		5

(Pearson Correlation)

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	R		
0.001	0.217		6
0.000	0.504		7
0.000	0.463		8
0.000	0.497		9
0.000	0.372		10
0.000	0.315		11
0.000	0.339		12
0.000	0.371		13
0.000	0.278	" "	14
0.000	0.519		15
0.000	0.268		16
0.000	0.374		17
0.000	0.243		18
0.000	0.417		19
0.000	0.508		20
0.000	0.589		21
0.000	0.535		22
0.000	0.515		23
0.000	0.687		24
0.000	0.640		25
0.000	0.607		26
0.000	0.603		27
0.000	0.631		28
0.000	0.454		29
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(Pearson Correlation)

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	R		
0.000	0.531		32
0.000	0.504		33
0.000	0.484		34
0.000	0.505		35
0.000	0.566		36
0.000	0.475		37
0.000	0.482		38
0.000	0.474		39
0.000	0.439		40
0.000	0.581		41
0.000	0.552		42
0.000	0.520		43
0.000	0.452		44
0.000	0.531		45
0.000	0.507		46
0.000	0.484		47
0.000	0.517		48
0.000	0.665		49
0.000	0.645		50
0.000	0.646		51
0.000	0.664		52
0.000	0.647		53
0.000	0.612		54
0.000	0.557		55
0.000	0.582		56
0.000	0.476		57
0.000	0.514		58
0.000	0.520		59
0.000	0.574		60

(Pearson Correlation)

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	R		
0.000	0.486		61
0.000	0.586		62
0.000	0.616		63
0.000	0.627		64
0.000	0.716		65
0.000	0.700		66
0.000	0.635		67
0.000	0.580		68
0.000	0.486		69
0.000	0.586		70
0.000	0.616		71
0.000	0.627		72
0.000	0.627		73
0.000	0.716		74
0.000	0.700		75
0.000	0.635		76
0.000	0.580		77

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%28	15	
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1.01	4.07		1
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0.88	3.69		4
0.78	4.15		5
1.07	4.11		6
0.80	4.42		7
0.93	3.65		8
1.03	3.88		9
0.88	4.15		10
1.13	4.0		11
1.14	3.50		12
1.04	3.30		13
1.19	2.30	" "	14
0.93	2.07		15
1.10	2.57		16
1.06	2.23		17
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1.47	2.42		19
1.24	2.03		20
1.04	3.73		21
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0.81	3.88		1
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0.87	4.03		7
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0.89	3.61		1
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0.80	1.38		18
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1.27	1.88		20
1.20	3.46		21
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1.26	3.65		6
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1.03	4.03		1
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0.93	4.19		3
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0.93	4.00		6
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0.99	3.88		6
0.68	4.07		7
1.10	3.76		8
0.80	4.00		9
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0.86	2.88		7
0.83	3.15		8
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		0.297	17	4.630		
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0.512	9.130	3.189	2	6.377		
		0.349	17	5.341		
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%100	26	

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						4.15

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.16

x

						1.16
						2.16
						3.16
						4.16
						5.16
						6.16
						7.16

.17

: X

						1.17
						2.17
						3.17
						4.17

:

.18

: X

						1.18
						2.18
						3.18
						4.18
						5.18
						6.18
						7.18
						8.18
						9.18

..... :

.19

.....

.20

: x

						1.20
						2.20
						3.20
						4.20
						5.20

..... :

.....

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.21

.....

.22

: x

						1.22
						2.22
					3.22

.23

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.24

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67

1

29		1.3
	
31		2.3
	
32	3.3
33	(Pearson Correlation)	4.3
	
37		1.4
37		2.4
	
38		3.4
38		4.4
	
38		5.4
	
39	6.4	6.4
	
40		h 7.4
	
41		8.4
	
42		9.4
	
44		10.4

45	11.4
46	12.4
47	13.4
48	14.4
49	15.4
50	16.4
51	17.4
52	18.4
52	19.4
53	20.4
54	21.4
55	22.4
55	23.4

56

24.4

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1 :

1	1.1
2	2.1
3	3.1
3	4.1
4	5.1
5	6.1
6	7.1
61.7.1
62.7.1
73.7.1
7	8.1

8 :

8	1.2
9	1.1.2

102.1.2
112.2
131.2.2
132.2.2
143.2.2
144.2.2
145.2.2
156.2.2
153.2
151.3.2	.1.3.2
162.3.2	.2.3.2
17			.3.3.2
		
204.2	.4.2
21	:(1997)	.1.4.2
		
21	:(2003)	.2.4.2
23	:(2006)	.3.4.2
		
23	(2007)	.4.4.2
	:	
25	:(2004)	.5.4.2
25	:(2006)	.6.4.2
		
26 " "		.7.4.2
28	:	
28		1.3
28		2.3

28	3.3
29	4.3
32	5.3
35	6.3
36 :	
36	1.4
39		2.4
	
39		3.4
	
41		4.4
	
43		5.4
	
44		6.4
	
45	7.4
46		8.4
	
47		.9.4
	
48		.10.4
	
4911.4
50		.12.4
	
5113.4
5214.4

5315.4
5316.4
5417.4
5518.4
5519.4
5620.4
5721.4
59 :	
59	1.5
60	2.5
64	
80	
81	
84	