Cofimvaba: Innovative and Systemic Technology Application in Rural, Education Focused, Agri-based development initiatives

4th Biennial Conference

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Date: 9 October 2012
Why Development Fails

1. Why do development projects in general fail?
   - “One-eyed” approaches;
   - Non-strategic approaches;
   - Lack of anchorage in local contexts; and
   - No scalability and replicability.

2. Why do ICT for development projects (ICT4D) fail?
   - Focus on technologies;
   - Failure to address adoption challenges;
   - Non-sustainability (lack of technical, financial and “mindset” assets); and
   - Non-integration in larger development initiatives.
Rural Innovation & Education Systemic Approach

**Maths & Science Technology Enhanced Learning**

**Technology Enhanced Agro-Processing**

**Technology Enhanced Agricultural Extension**

**Technology Enhanced Local Enterprise & Economic Development**

**Infrastructure & Technology Enhanced Local Enterprise & Economic Development**

**Motivating**

**School System (as Catalyst)**

**Social Cohesion**

**Entrepreneurship Technology Enhanced Learning**

**Agriculture Technology Enhanced Learning**

**Agriculture & Land Reform**

**Co-Curricular Interventions**

**Catalysing**

**Curricular Interventions**

- DBSA Eastern Cape
- ARC Emerging Farmers Unit
- Chris Hani District & Ntsika Yethu Municipality
- NMMU & MXit
- Junior Achievement SA
- Fort Cox & Fort Hare
Community growth through Agri-Based Schooling & Development

- **Theory**
  - Production process
  - Production resources
  - Product use

- **Practice**
  - Basic procedures
  - Resource requirements
  - Maintenance requirements
  - Products

- **Subsistence farming**
  - School garden
  - School grounds
  - Household business case

- **Advanced ICT services**
  - Enterprise Support Services

- **Monetary services**
  - Home-based procedures
  - Learner and families
  - Harvesting & Processing
  - Use and sales

- **Information and Knowledge Services**
  - School level procedures
  - Learner team activities
  - Harvesting & Processing
  - Use and sales

- **Agreement services**
  - Commercial services
  - Large-scale procedures
  - Professional support
  - Harvesting & Processing
  - Marketing and sales

- **Replication**
  - Lessons learnt
  - Priority projects
  - Learner team roles
  - Learner family roles

- **Supply local market**
  - Best practices: Key crops
  - Learner roles in community
  - Household business case

- **Expand markets**
  - Best practices: Bulk crops
  - Commercial business plan

- **Growth**
  - Profitability
  - Commercial agriculture

- **Lessons learnt**
  - Supply local market
  - Expand markets

- **School level procedures**
  - Harvesting & Processing
  - Use and sales

- **Learner team business case**
  - Learner team roles
  - Professional support

- **Learner and families**
  - Home-based procedures
  - Harvesting & Processing
  - Use and sales

- **Commercial land**
  - Large-scale procedures
  - Marketing and sales

- **Subsistence farming**
  - School garden
  - School grounds

- **Commercial agriculture**
  - Large-scale procedures

- **Advanced ICT services**
  - Enterprise Support Services

- **Monetary services**
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Stakeholders: Mapping & Support

Government Departments and Agencies
- SGB
- PSC

Grant Funding Agencies
- Information and Knowledge Services
- Agency Services
- Tribal Council

Subsistence Farmers
- Traditional Authority
- Monetary services
- Community

Private Business
- Commerce and Logistics Services
- Enterprise Support Services

School
- Circuit Management
- Advanced ICT services
- Local Authority

LED
Solution Challenges

Changing the **nature** of rural **enterprise** and **economic** development in a **way** that can ...

...and change cattle traffic-control...

Prevent young talent leaving...

...to a new place beyond!
Solution Components

Abbildung: "Back-office" Participation

Corporate Business
National & Provincial Government
Local Government
Micro Enterprises
Citizens
CBOs
Regional Support
Community Agents

1st Economy Arena
Trading Environment
Medium Enterprise

Socio-political Arena
Enabling Environment
Democratization

Democratization
Technology Convergence
Globalization

Developing Rural Communities
“Digital Divide”
Measuring Tech4REED Success

“Boxes” (Technology)

“Business” (Sustainability)

“Behaviour” (Mindsets)

“Outcomes Mapping” Based M&E

“Logframe” Based M&E

“Cultural” Behaviour Patterns

Scarcity Orientation

Abundance Orientation

Metaphysical Orientation

“Balance Sheet” and “Income Statement” Approach

Technology Adoption Models

“Outcomes” MapPE Based M&E

Metaphysical Orientation

“Cultural” Behaviour Patterns

“Boxes”

“Business”

“Behaviour”

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Thank you