

## **The basics of monitoring and evaluating rural advisory services**

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### **Summary**

#### **Module Overview**

The module 1 is aiming to provide the basic knowledge and understanding for all stakeholders of what RAS is, what monitoring and evaluating rural advisory services (RAS) is and what it can be used for to improve RAS systems and interventions.

#### **Learning objectives**

All stakeholders should have a thorough understanding of:

1. The concept of RAS, the roles of RAS in the agricultural innovation system (AIS) and the principles of modern RAS;
2. What monitoring and evaluation is about;
3. The roles that M&E can play in RAS – for accountability, for documentation of the value of RAS and for improving policies and practices of RAS; and
4. The main challenges of modern RAS and the characteristics for M&E of RAS interventions.

The stakeholders should thereby be motivated to enable, implement and use M&E for documentation, accountability, advocacy and internal learning

#### **Content**

##### **The roles of rural extension in the agricultural innovation system (AIS) and the principles of modern rural extension services**

- Place RAS in the agricultural innovation system (AIS);
- Understanding the structure and functions of AIS with multiple actors; and
- Define the possible/ideal role/s of RAS in the AIS.

Understand the principles of modern RAS systems/interventions

- Integrated in the AIS;
- Empowerment and equal access (by gender, ethnicity and wealth);
- Pluralistic delivery;
- Demand driven (accountability to the users, responding to demand);
- Market oriented; and
- Sustainable.

##### **Defining Monitoring and Evaluation**

- Basic principles of Results Based Management;
- Defining Monitoring in RBM; and
- Defining evaluation and how it interlinks with monitoring.

##### **The roles that M&E can play in RAS – for accountability, for documentation of the value of RAS and for improving policies and practices of RAS**

- Differentiate the different roles/purposes of M&E;
- Accountability;
- Evidence based policy/management decisions;
- Internal and external learning;
- Mixed purposes; and
- Understand how the different purposes influence the M&E practise.

## **The main challenges of modern RAS the characteristics for M&E of RAS interventions**

- Understand the main challenges globally and be able to identify the particular challenges related to their own RAS system/organisation/interventions;
- Identify the factors to look at in a particular system/intervention; and
- Understand how the challenges of modern RAS, the complexity of functions, multiple actors and non-linear impact lines affects the choices of approaches and methods in M&E.