

The Techno Gabay Program (TGP)

TGP is one of PCARRD's banner programs to bring science-based information and technology services to the end-users in agriculture, forestry and natural resources (AFNR) sectors.

TGP is characterized by networking of R&D Institutions in AFNR sectors, the Regional Consortia and other members of the National Agricultural Resources Research Development Network (NARRDN), the private sector, local government units (LGU's) Non government organizations (NGO's) and other extension service providers, thereby, enhancing technology utilization, adoption, and commercialization

TGP addresses the government's Medium Term Philippine Development Plan (MTPDP) for 2004-2010 through capability building of LGUs in terms of information and technology services.

Objectives

- Develop, validate, and promote modalities to facilitate technology promotion, utilization, and commercialization;
- Strengthen links among technology generators, technology service providers and technology users; and,
- Complement efforts of LGU's and rural-based organizations (RBOs) in extension services.

Basic Strategies

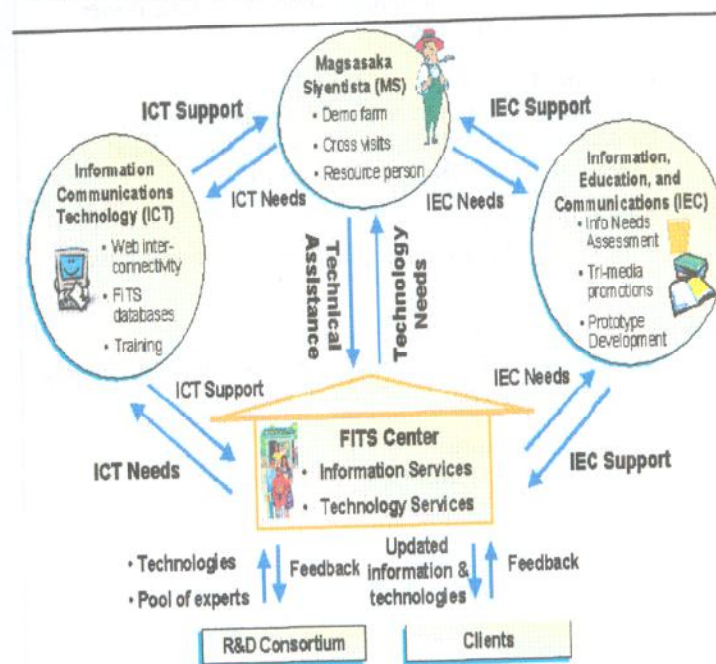
Bottom-up Delivery Process

TGP uses the participative approach in which the frontline service providers are the implementers, while PCARRD and the NARRDN act as facilitators.

Networking

TGP establishes and maintains linkages with the various sources and users of information and technologies.

The Techno Gabay Framework



TGP is a dynamic interplay of interrelated modalities to provide a continuous flow of appropriate S&T information to and from the clientele and other stakeholders. Its four component modalities are the Farmers' Information and Technology Service (FITS) Center; Farmer-Scientist Bureau (FSB) or Magsasaka Siyentista (MS) Program; the Information, Education, and Communication (IEC) Strategies; and the Information and Communications Technology (ICT). The FITS center serves as nerve center or core structure in which all modalities converge.

TGP's Four Component Modalities

1. Farmers' Information and Technology Service (FITS) or Techno Pinoy Center

FITS serves as a one-stop service facility nearest to the majority of farmers, entrepreneurs, and other clients in a given area. It provides fast access to information and technologies in forms appropriate to the clients needs.

Service Offered by FITS

- **Information services**
Technology information in prints, video tapes, exhibits, and other formats; production of IEC materials; access to the internet, and sale of reference and information materials.
- **Technology services**
Technology training, technology clinic, linking clients to experts and financial institutions, technical assistance and consultancy, support to enterprise development, and linking with sources of planting materials, animal stocks, and agricultural inputs.

2. Farmer-Scientist Bureau (FSB) or Magsasaka Siyentista (MS)

FSB is composed of outstanding farmers, also called MS, who are successful in their use of S&T-based and indigenous technologies. The MS complements the Techno Pinoy Center through their expertise. Specifically he/she provides the following services:

- Resource person during technology trainings, clinics, and seminars;
- Technical assistance and hands-on training during cross-visits of other farmers;

- Farmer-to-farmer advisory services to co-farmers, LGUs, Cooperatives, and a farmer organizations; and,
- His/Her farm as demonstration site for on-farm trials.

3. Information, Education, and Communication (IEC) Strategies

IEC involves research and need-based communication processes aimed to hasten adoption of technologies by FITS and MS clients. IEC activities include:

- Information/technology needs assessment;
- Objective setting and communication setting;
- Production and pretesting of prototype; and,
- Dissemination of IEC materials in appropriate formats (e.g., print, broadcast, e-format).

4. Information and Communications Technology (ICT)

ICT facilitates information storage, retrieval, and exchange that can provide immediate response to current problems and frequently asked questions (FAQs). It provides opportunities for:

- Capability enhancement through ICT trainings; and,
- Internet link that offers unlimited opportunities to participate in e-commerce through quick information access.

Minimum Requirements In Setting Up a FITS Center

- **Physical**
Accessibility, floor area of at least 50m² with at least two divisions/rooms, FITS billboard
- **Fixtures**
Tables and chairs, display cabinets/shelves, Infrastructure/communication support (electric power source, telephone lines)
- **Equipment**
Computer (PC Pentium or better) and peripherals, photocopier, TV and stand, DVD/VCD player, sound system (e.g., Karaoke), digital camera
- **Data/Information**
AFNR related books, other publications, communication materials.
- **Staff (part-time from host agency)**
Site Manager, Information Services Specialist, technology Services Specialist
- **Funding capability**
Ability to provide funds for establishment and maintenance of FITS center
- **Magsasaka Siyentista**
At least one MS who is an expert in one of the center's major commodities, should be officially connected with the FITS center.

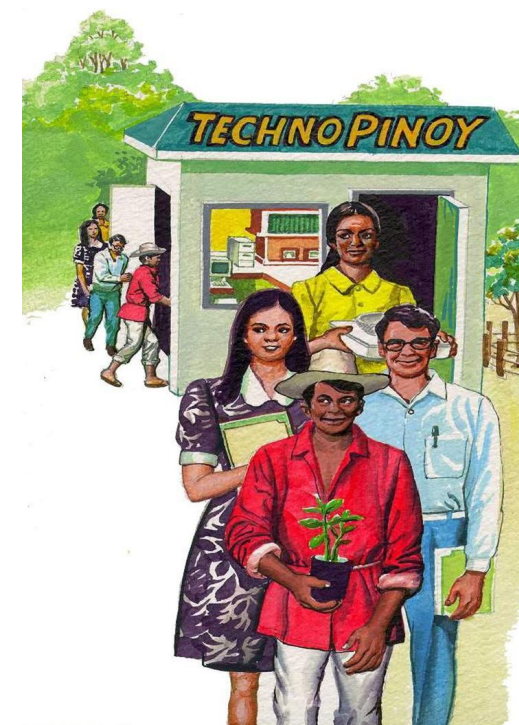
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Techno Gabay Program in Ilocos



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