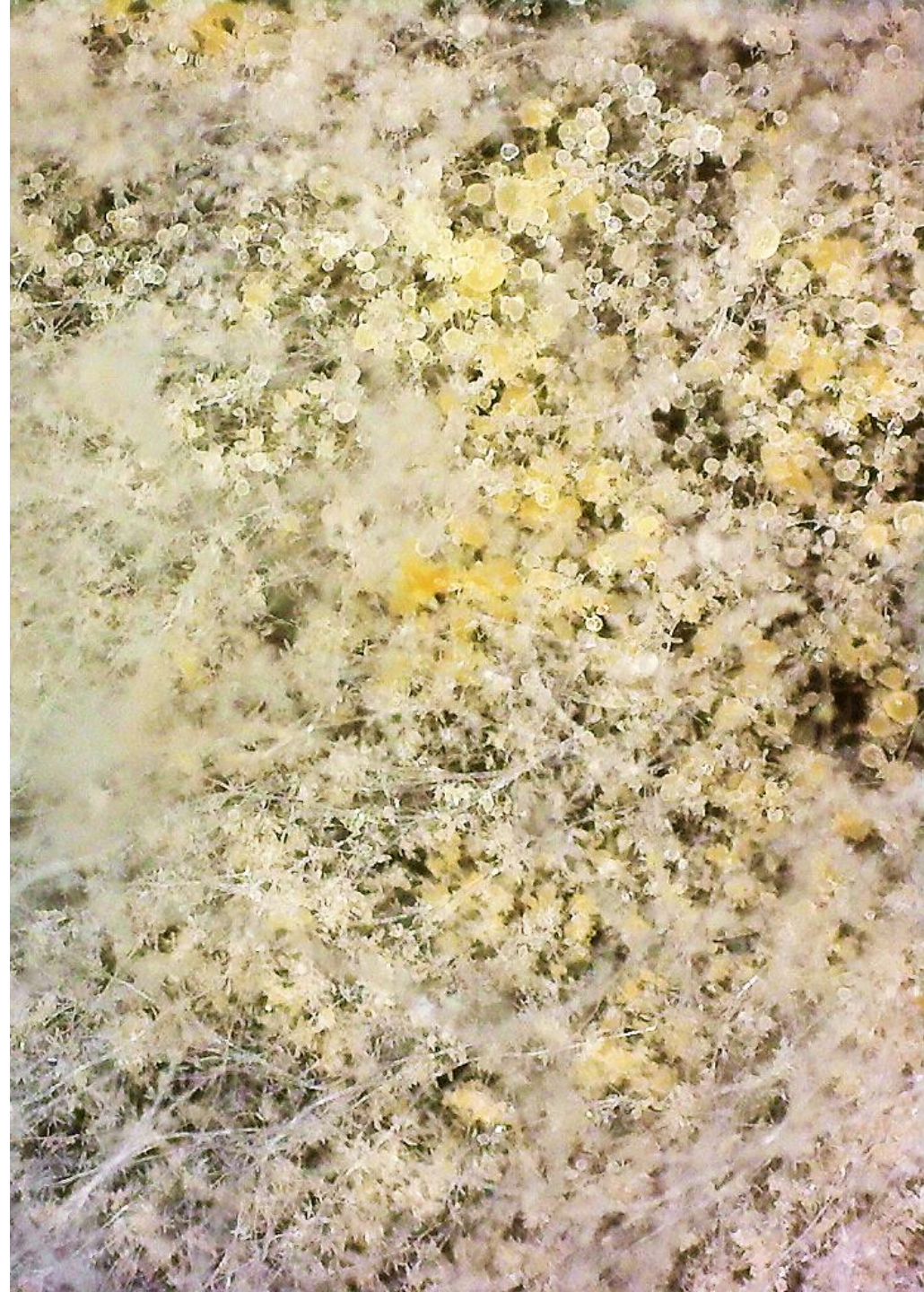


DEVELOPING A
PARTICIPATORY ACTION
RESEARCH APPROACH FOR
MYCOTOXIN MANAGEMENT
AND FOOD SPOILAGE
PREVENTION IN RURAL
UTTAR PRADESH, INDIA

anthony j. wenndt

tci scholar & phd candidate
cornell university, usa



MYCOTOXINS

AN INVISIBLE FOE

fungus toxins in food;
global significance;
diverse effects;
difficult to regulate



UNNAO

UTTAR PRADESH

6 farmer groups;
~200 households;
mixed gender;
mixed caste/class



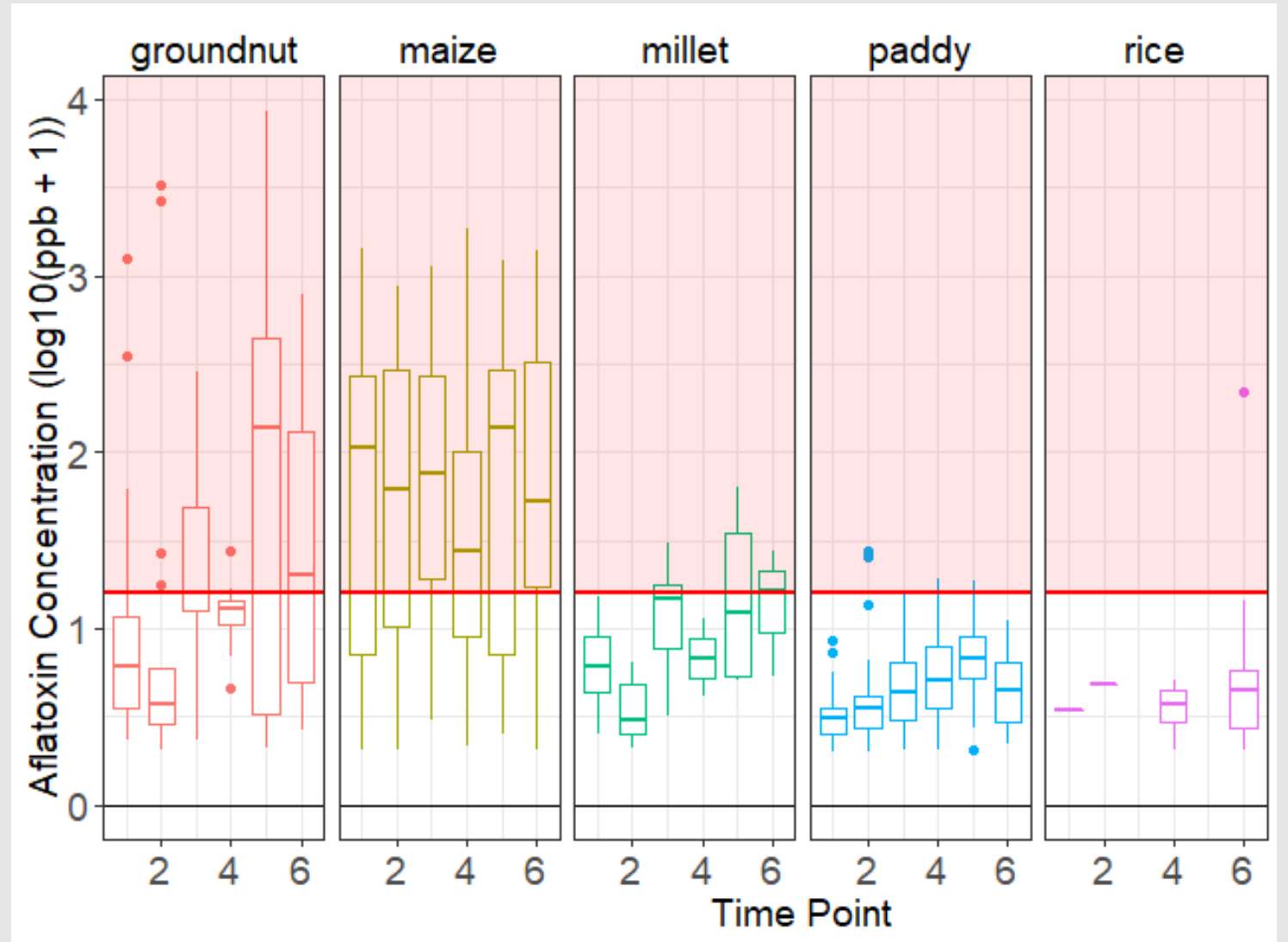
DISCOVERY AS RESEARCH

people are more
inclined to adapt and
innovate if they feel
that they can connect



DISCOVERY AS RESEARCH

describing the
problem;
diagnosing
constraints;
identifying options



aflatoxin surveillance across time points elucidates peaks in exposure risk

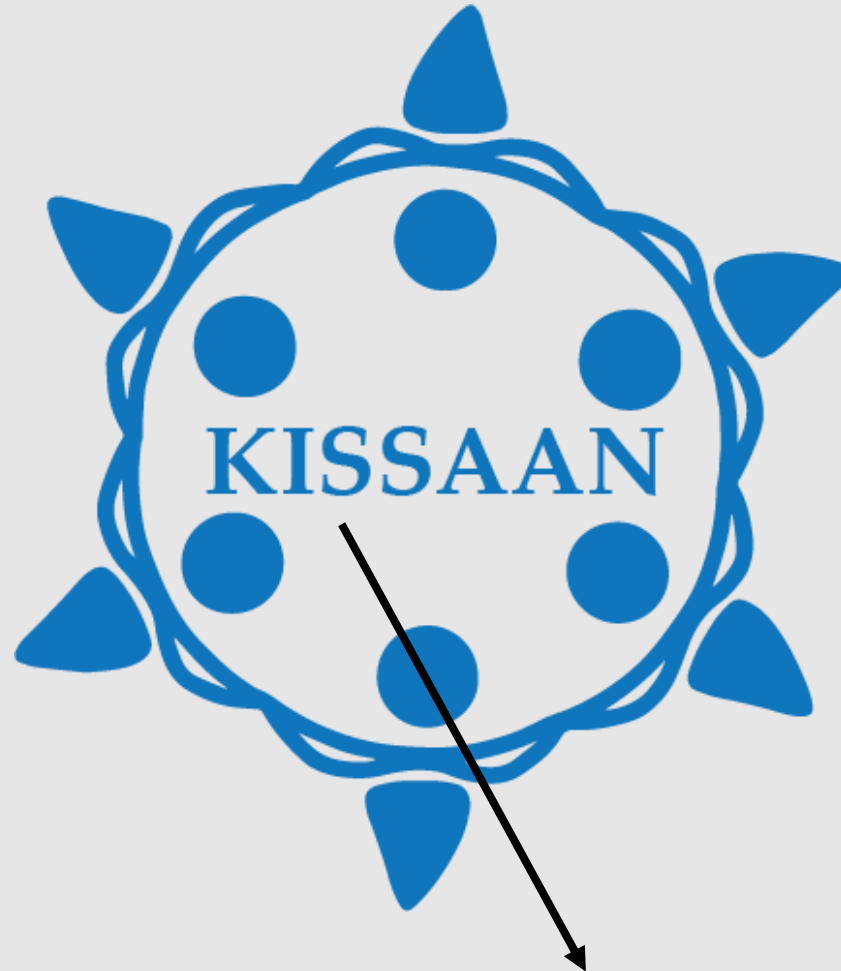
BUILD COLLECTIVE IDENTITY

by creating an
atmosphere where
participants feel
valued, and are proud
of their learnings



BUILD COLLECTIVE IDENTITY

mobilize according to
specific goals;
let leadership emerge
organically;
self-branding based on
shared objectives;
celebrate actions that
enhance value



kisan sahyog samoohik anusandhaan network
acronym created by the farmers

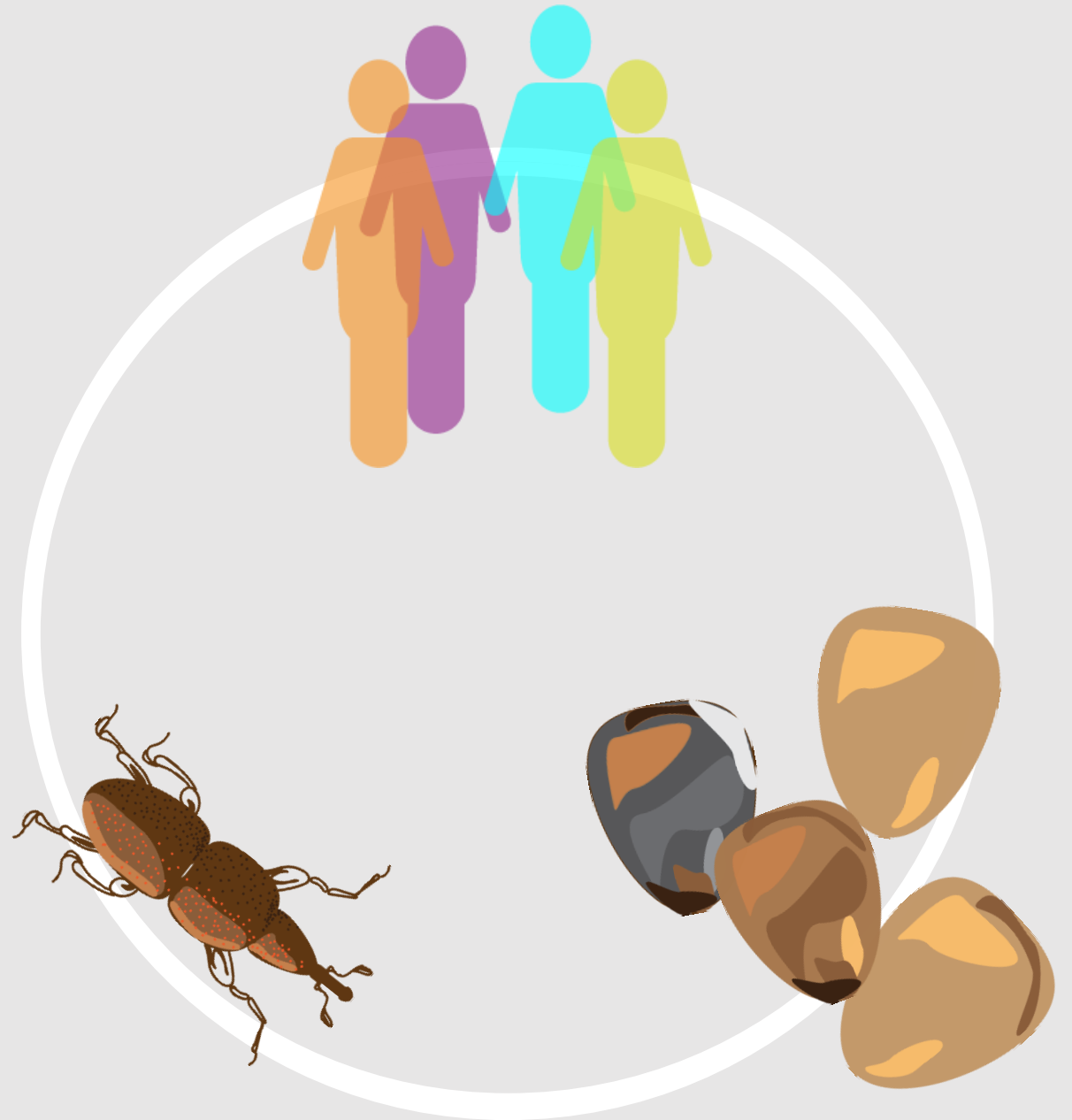
BLEND PRIORITIES

by acknowledging that
all parties have distinct
and equally-valid
motives



BLEND PRIORITIES

assess and re-assess forces
that drive actions;
settle on solutions with
specific yet holistic outcomes



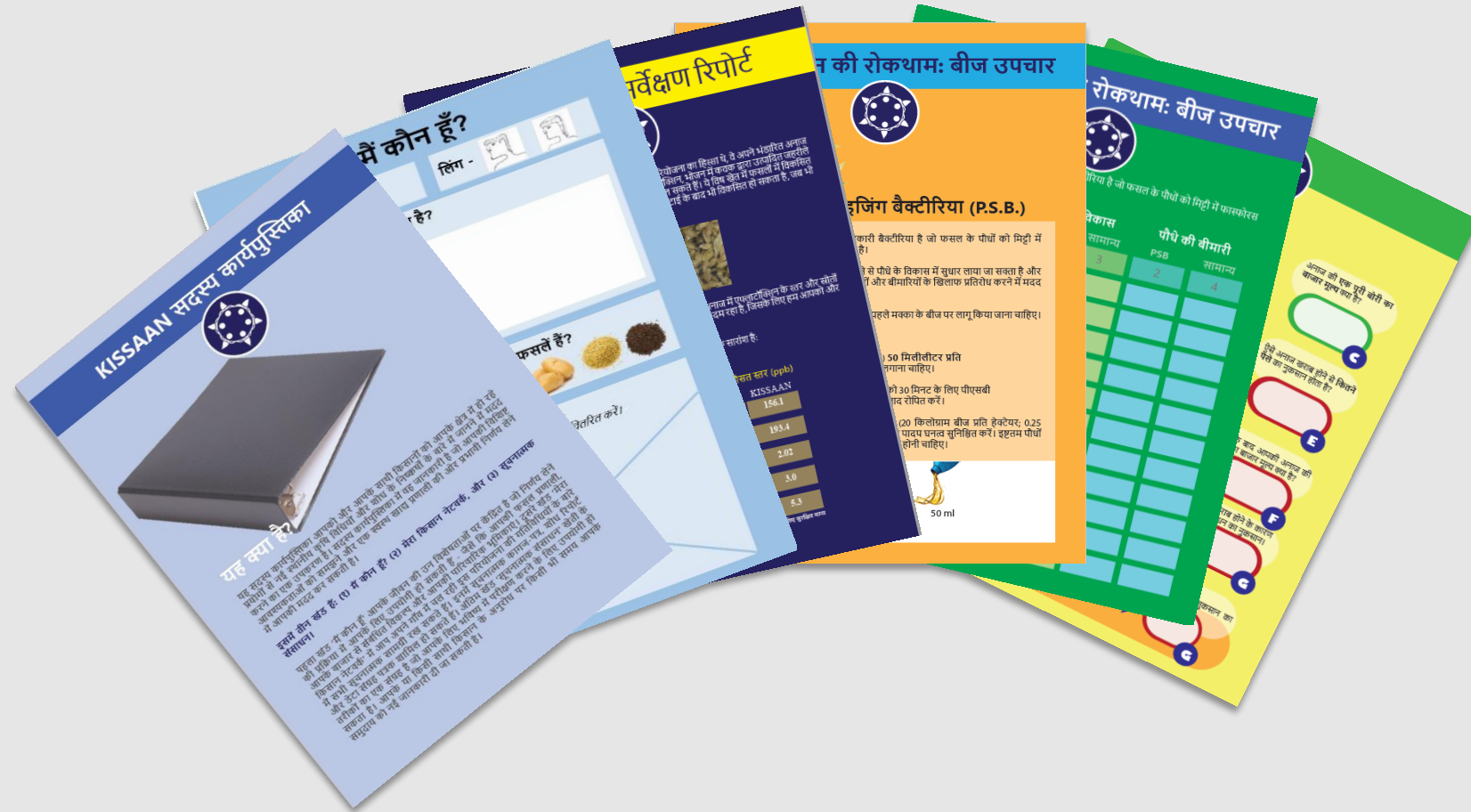
ESTABLISH A RESPONSIVE INFORMATION SYSTEM

to ensure that voices and insights
are recognized from both sides
of the scientist-farmer equation –
to mutual benefit



ESTABLISH A RESPONSIVE INFORMATION SYSTEM

farmer input guides
module deployment;
continual reciprocity of
key insights;
built trust informs
metrics and visuals
with maximum impact



SO WHAT?

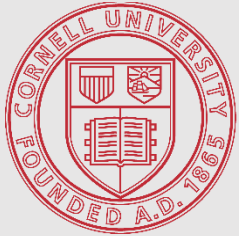
evidence for mycotoxin
exposure;
delineated engagement
strategy

NOW WHAT?

scale for maximal reach;
design for flexibility in
scope



PLENTY OF CREDIT GOES TO -



Cornell University



Tata-Cornell
Institute

