

Sample log frame for a scaling up project

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Log frame : Motivating farmers to reduce pesticide use			
Narrative statements	Objectively verifiable indicators	Means of verification	Assumptions/ Risks
<p>Goal</p> <p>To improve pest management, environment and health of rice farmers.</p>			
<p>Purpose</p> <p>To develop a multi media campaign to motivate rice farmers to reduce pesticide use through stakeholder participation.</p>	<p>Farmers in project area reduce pesticide use by 30% in 3 years.</p>	<p>Paper published</p>	<p>Partnership between key stakeholders established.</p>
<p>Outputs</p> <p>2. Stakeholder workshop and project team organized.</p> <p>3. Baseline on farmers' pesticide use completed.</p> <p>4. Design workshop, prototypes of motivational campaign developed.</p> <p>5. Campaign materials pretested, finalized & mass-produced.</p> <p>1. Campaign launched, materials distributed and broadcast.</p> <p>7. Mgt monitoring and post implementation surveys & impact assessment completed.</p>	<p>A local multi stakeholder project team organized.</p> <p>Farmers' knowledge, attitude & practice survey carried out.</p> <p>Design workshop held.</p> <p>Prototypes developed by team.</p> <p>Prototypes pretested by farmers.</p> <p>Launching Day by minister.</p> <p>Surveys completed and pre post comparisons established</p>	<p>Stakeholder meeting report.</p> <p>Baseline report</p> <p>Design workshop report</p> <p>Prototypes</p> <p>Newspaper reports, campaign materials</p> <p>Assessment reports</p>	
<p>Activities</p> <p>As in Gantt Chart</p>		<p>Estimated Budget</p>	<p>US\$50,000</p>