

## Agricultural Extension And Communication Report The Role

Agricultural Extension Reforms in South Asia: Status, Challenges, and Policy Options is based on agricultural extension reforms across five South Asian countries, reflecting past experiences, case studies and experiments. Beginning with an overview of historical trends and recent developments, the book then delves into country-wise reform trajectories and presents several cases testing the effectiveness of different types (public and private) and forms (nutrition extension, livestock extension) of extension systems. Further, the book provides a comprehensive overview of challenges and constraints faced in formulating and implementing reforms, tying the results into a concrete set of lessons and highlighting areas that require further research. In addition, the book discusses how a major aspect of agricultural development is the productivity increase from the knowledge base of farmers, and how translating research results into a knowledge base for farmers requires designing and implementing well-functioning extension programs. Presents the current challenges and solutions by region, and provides insights for application in global settings Provides key foundational information for the effective and efficient design of future intervention programs Includes workshops and presentations based on real-world research of specific aspects of extension systems and provision of advisory and consultation services to various governments

This publication contains twelve modules which cover a selection of major reform measures in agricultural extension being promulgated and implemented internationally, such as linking farmers to markets, making advisory services more demand-driven, promoting pluralistic advisory systems, and enhancing the role of advisory services within agricultural innovation systems. The reform issues consider the changing roles of the various public, private and non-governmental providers, and highlights the collaboration required to create synergies for more efficient and effective high quality services responding to the needs and demands of smallholder farmers. The modules draw on reform experiences worldwide and provide an introduction, definitions and a discussion for each specific reform measure, as well as case studies, tools, exercises and a reference list. The reform topics are envisaged for policy-makers, management and senior staff of institutions providing agricultural and rural advisory services. It can also be very useful for students studying agriculture, rural development, and extension in particular. This is a substantially updated version of the 2009 publication of the same title, but with only nine modules. These nine modules were restructured and up-dated, and three modules were added. The layout of the modules changed to allow a better overview for the reader. The Training and Visit (T&V) system of management was introduced in Kenya by the World Bank in 1982 as a pilot, which became effective in 1991. The two Bank Extension Projects that supported the T&V system sought to increase agricultural productivity and develop the institutions of the extension service. Whether the extension approach is effective or not became a subject for debate. The costs appear to be high and the impact on agricultural production low. This volume evaluates the impact of the system based on a credible body of empirical evidence. It identifies the system's deficiencies and makes recommendations for improvement.

This important book is the re-titled third edition of the extremely well received and widely used Agricultural Extension (van den Ban & Hawkins, 1988, 1996). Building on the previous editions, Communication for Rural Innovation maintains and adapts the insights and conceptual models of value today, while reflecting many new ideas, angles and modes of thinking concerning how agricultural extension is taught and carried through today. Since the previous edition of the book, the number and type of organisations that apply communicative strategies to foster change and development in agriculture and resource management has become much more varied and this book is aimed at those who use communication to facilitate change in agriculture and resource management. Communication for Rural Innovation is essential reading for process facilitators, communication division personnel, knowledge managers, training officers, consultants, policy makers, extension specialists and managers of agricultural extension or research organisations. The book can also be used as an advanced introduction into issues of communicative intervention at BSc or MSc level.

This book on Improving Agricultural Extension: a Reference Manual offers a critical review and inventory-analysis of the "State of the Art" in agricultural extension theory and best practices written by internationally known agricultural extension practitioners, educators and scholars. A total of 38 authors from 15 countries contributed to the 23 chapters of this book and thus they provided broad international perspectives, covering both theory and practice, as well as micro and macro issues related to agricultural extension. It is the third edition of a classic reference manual on agricultural extension published by the Food and Agriculture Organization (FAO) of the United Nations. Aimed at agricultural extension planners, managers, trainers, educators, and field practitioners, this book could be useful in improving the quality of agricultural extension and in generating new ideas and methods for increasing further the cost-effectiveness of agricultural extension programmes. It provides many sound and practical suggestions for developing and improving the conceptual, technical, and operational methods and tools in order to strategically plan, efficiently manage, and scientifically evaluate a problem-solving, demand-driven and needs-based agricultural extension programmes.

Agriculture is at the forefront of the development objectives of the republics of Central Asia (CA). Since independence in 1991, these countries have undergone transitions from being centrally planned economies to market-oriented systems, which did not include the creation of agricultural extension systems. This paper provides information on the current status of the agricultural extension systems in CA with special reference to Kyrgyzstan, Tajikistan and Uzbekistan. We reviewed the existing extension strategies, donor- and state-driven initiatives to revitalize the agricultural extension systems, informal linkages that nongovernmental organizations play in helping a limited number of farmers, and provided recommendations on ways to further improve the agricultural extension services in CA. The information related to each country was analyzed separately. This is because, after independence, each republic in CA had initiated their agricultural reforms with specific objectives and has now established their unique agricultural systems that differ contextually. However, due to having the same history and agricultural system that existed during the Soviet times, we tried to give a historical perspective to the unified agricultural extension system that existed before independence.

Environmentally Sustainable Development Studies and Monograph Series No. 17. A 1995 publication from the World Bank, Monitoring Environmental Progress: A Report on Work in Progress, generated great interest in the use of indicators to measure the pace and direction of change in environmentally sustainable development. In particular, the attempts to define what it means to be wealthy or poor by recognizing that a countrys wealth is the combination of various forms of capital--produced, natural, and human resources--led to new thinking on what constitutes wealth and how it might be measured. The current document, Expanding the Measure of Wealth: Indicators of Environmentally Sustainable Development, extends the earlier analysis by highlighting portfolio indicators for tracking a countrys progress toward sustainable development. These include new estimates of national wealth and genuine savings, a detailed analysis of changes in subsidies that have environmental consequences, and progress on the conceptual foundations of social capital. The new estimates reinforce the importance of the natural resource base of all economies as well as the fundamental role of human resources, including both human capital and the more difficult to define concept of social capital.

Women often have less access to agricultural information than men, constraining their participation in decision-making on crops, technologies, and practices. In the design of agricultural extension programs, women may be viewed as insignificant actors in agricultural production. Moreover, even if their role is recognized, valuable information on production does not flow freely within the household from men to women. Among groups of maize-farming households in eastern Uganda, we explore the impacts on women's empowerment from the use of gender-responsive information and communication technologies to provide extension services, specifically videos that feature women as information providers. The research tests the relative impact of the videos, contrasting their informational effects versus their role model

effects, on women's knowledge, their agency, and their achievements in farming. The results show that targeting women with information increases their achievements in farming. However, the results for the role-model effects are mixed.

An international survey of all types of literature on women and mass communications in the 1990s.

The Rome Declaration on World Food Security, endorsed by the world Food Summit in 1996, states that food production and rural development, particularly in those countries with significant food security inadequacies, require appropriate and up-to-date technologies which, according to sustainable development criteria and local food traditions, promote modernization of local production methods and facilitate transfer of technology. Full benefit from these technologies will require training, education and skill development programmes for local human resources. Training for agriculture and rural development provides information about successful and innovative practices, methodologies and strategies involving education and training, extension and communication in both developed and developing countries. The articles in the 1997-98 issue address a wide range of human resource issues and strategies and lessons learned from applying agricultural training, education, extension and communication to the development of human resources to achieve food security. Contents Chapter 1: Participatory Curriculum Development for Agricultural Education and Training: Experiences from Viet Nam and South Africa by P Taylor, Chapter 2: From Margin to Mainstream: Revitalization of Agricultural Extension Curricula in Universities and Colleges in Sub-Saharan Africa by M M Zinnah, R E Steele & D M Mattocks, Chapter 3: Listening to Farmers: Communication for Participation and Change in Latin America by S Balit, Chapter 4: A Microbasin Approach to Extension and Training: Experiences in Latin America by E Zaffaroni, Chapter 5: Developing Sustainable Agricultural Technologies with Rural Women in Jamaica: A Participatory Media Approach by M Protz, Chapter 6: Female Agricultural Extension Agents in El Salvador and Honduras: Do They Have an Impact? by G A Truitt, Chapter 7: How Gender Analysis Can Facilitate Client-Oriented Extension Planning: A Case from Ethiopia by R B Percy, Chapter 8: Institutional and Policy Reform of Rural Extension in China During the Transition Towards a Market Economy by L Yonggong, Chapter 9: Preparing and Upgrading the Extension Workforce: A Comparative Analysis of Higher Agricultural Education in Honduras, Malaysia, Nigeria and Peru by W M Rivera, Chapter 10: Environmental Education Training: Best Practices and Lessons Learned from Experiences in Six Asian Countries by R Adhikarya, Chapter 11: Biological Diversity in Agro-Ecosystems: Teaching and Learning for Decision-Making by R Van Haarlem, Chapter 12: Village Concept Projects in Ghana: International Students Helping to Improve Rural Living Conditions by G Andrian, Chapter 13: Professional Research and Knowledge Bases for Non-Formal Rural Youth Programmes by M K Munson. Knowledge Driven Development: Private Extension and Global Lessons uses actual cases written specifically to study the role and capacity of private companies in knowledge sharing and intensification through agricultural extension.

Descriptions of specific models and approaches are teased out of complex situations exhibiting a range of agricultural, regulatory, socio-economic variables. Illustrative cases focus on a particular agricultural value chain and elaborate the special feature of the associated private extension system. Chapters presenting individual cases of private extension also highlight specific areas of variations and significant deviance. Each chapter begins with a section describing the background and agricultural context of the case, followed by a description of the specific crop value chain. Based on understanding of this context, extension models and methods by private companies receive deeper analysis and definition in the next section. This leads to a discussion of the private extension with respect to its relevance, efficiency, effectiveness, equity, sustainability and impact. Following that, comparison with public extension, the uniqueness of the knowledge intensification model, and lessons for its replication and scaling up are elaborated. The final chapter summarizes the major results from the ten cases presented, looking at the trends, commonalities and differences of various extension approaches and the general lessons for success or failure. It concludes with a set of messages around value creation, integrated services, market links, inclusive innovation, and capacity development. Provides understanding of different knowledge sharing and intensification models of extension delivery and financing by private companies across the agricultural value chains Assesses the factors leading to successes or failures of various approaches Draws lessons and recommendations for future endeavors relating to private extension policies and programs

This book is an attempt to document the National Policy on ICTs in agricultural extension, ICT infrastructure scenario and related issues, case studies on innovative ICTs for agricultural extension initiatives (Village knowledge centres, information kiosks, mobile ICT units, web portals, digital data base and networks, rural tele centres, farmer call centres, mobile telephony, video conference, offline multimedia CDs, decision support systems, expert systems, innovative community radio and television programmes, open distance learning etc. The agricultural extension students, academicians, scientists, practitioners, administrators and policy makers will find this compilation of the "ICTs for Agricultural Extension: Global Experiments, Innovations and Experiences" from twenty eight countries relevant to providing a framework for the design and implementation of sustainable ICT-enabled extension services for the agricultural development.

This report describes the state-of-the-art of audio cassette technology (ACT) and reports findings from field tests, case studies, and pilot projects in several countries which demonstrate the potential of audio cassettes as a medium for communicating with rural people. Specific guidance is also offered on how a project can use cassettes as a communication or teaching tool. The changing concept of development is discussed as well as major communication problems in rural development. The problems of rural development and communication are illustrated by the case study of a migrant farmer project in a remote rural area in Pematang Panggang (South Sumatra, Indonesia). Experience is also reported on the use of audio technology with agricultural extension workers in Bangladesh. Additional topics include the characteristics of cassettes that make them so powerful, the content and format used in ACT systems, and distribution systems. Findings from evaluations of the ACT system are summarized, as well as policy implications and research needs. Appendices include a chart of selected rural development cassette projects; a description of cassette projects and



simple audio cassette recording equipment, and profiles of the following projects: Assistance to Rural Broadcasting, Afghanistan; Radio Mensaje, Ecuador; the Kipsigis Homesteads Cattle-Dip Management Program, Kenya; and the Pila Project, Guatemala. Sixty-nine references are listed. (LMM)

Introducing Communication Research: Paths of Inquiry helps students understand the communication research process from start to finish. The Third Edition has been updated throughout to explain the Internet and social media as tools and topics for communication research. Streamlined, accessible, and with campus-based research examples that students can relate to, this text guides students through the fundamentals of conducting research and presenting research findings for scholarly, professional, news/media, and web audiences.

This publication reviews key trends and policy developments aimed at reforming agricultural extension systems, in order to address issues of food security, poverty alleviation and rural sustainable development. It highlights the importance of the public sector in promoting rural development through extension and communication. A number of recommendations are made for developing countries, which seek to encourage institutional reforms and dialogue among diverse providers of extension services, all aimed at advancing livelihoods and income generation of poor rural people.

ICTs for Agricultural Extension Global Experiments, Innovations and Experiences New India Publishing

Societies have sought to improve the outputs of their agricultural producers for thousands of years. In the 19th and early 20th centuries, efforts to convey agricultural knowledge to farmers became known as extension services, a term adopted from programs at Oxford and Cambridge designed to extend the knowledge generated at universities to surrounding communities. Traditionally, extension services have emphasized a top-down model of technology transfer that encourages and teaches producers to use crop and livestock varieties and agricultural practices that will increase food production. More recently, extension services have moved toward a facilitation model, in which extension agents work with producers to identify their needs and the best sources of expertise to help meet those needs. On May 1, 2012, the Roundtable on Science, Technology, and Peacebuilding held a workshop in Washington, DC, to explore whether and how extension activities could serve peacebuilding purposes. The Roundtable is a partnership between the National Academy of Engineering (NAE) and the U.S. Institute of Peace (USIP). It consists of senior executives and experts from leading governmental organizations, universities, corporations, and nongovernmental organizations, was established in 2011 to make a measurable and positive impact on conflict management, peacebuilding, and security capabilities. Its principal goals are: To accelerate the application of science and technology to the process of peacebuilding and stabilization; To promote systematic, high-level communication between peacebuilding and technical organizations on the problems faced and the technical capabilities required for successful peacebuilding; and To collaborate in applying new science and technology to the most pressing challenges for local and international peacebuilders working in conflict zones.

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