Agricultural Extension And
Communication Report The Role

This book explores why, a decade after Zimbabwean
independence, government agricultural development
policies still retains surprising similarities with those
of the colonial period despite lengthy peasant
opposition. Using documentary and fieldwork
material from the Midlands province, the analysis
covers the subjects of pastoral and land use
management, household production and income-
earning strategies, and farmer-extension relations.
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. Now in its fifth edition, Diffusion of Innovations is a classic work on the spread of new ideas. In this renowned book, Everett M. Rogers, professor and chair of the Department of Communication & Journalism at the University of New Mexico, explains how new ideas spread via communication channels over time. Such innovations are initially perceived as uncertain and even risky. To overcome this uncertainty, most people seek out others like themselves who have already adopted the new idea. Thus the diffusion process

consists of a few individuals who first adopt an innovation, then spread the word among their circle of acquaintances—a process which typically takes months or years. But there are exceptions: use of the Internet in the 1990s, for example, may have spread more rapidly than any other innovation in the history of humankind. Furthermore, the Internet is changing the very nature of diffusion by decreasing the importance of physical distance between people. The fifth edition addresses the spread of the Internet, and how it has transformed the way human beings communicate and adopt new ideas. 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 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 Afica 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 Approahc 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 Police 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 Researchc and Knowledge Bases for Non-Formal Rural Youth Programmes by M K Munson.
An assessment of platforms promoting ICT for agriculture, food security and nutrition and proposals for improving its usage, such as the creation of the ICT for Sustainable Agricultural Production Innovation Lab.
An international survey of all types of literature on women and mass communications in the 1990s.
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)

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.

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