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 updated, and three modules were added. The layout of the modules changed to allow a better overview for the reader.
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.

Report on a Survey of Readers' Opinion to a Reprint Entitled “Is the Innovator Dead?”

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)

Agricultural extension in transition worldwide

Communications Evaluation Report

Agricultural extension: Global status and performance in selected countries

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.

Women and Mass Communications in the 1990's

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.

Guide To Extension Training

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.

Drivers of youth engagement in agriculture: Insights from Guatemala, Niger, Nigeria, Rwanda, and Uganda

Since their inception in 1862, the U.S. land grant colleges have evolved to become the training ground for the nation's and the world's agriculturists. In this book, the committee examines the future of the colleges of agriculture in light of changing national priorities for the agricultural, food, and natural resource system. The effects of federal funding constraints also are examined, as are opportunities for growth presented by developments in science. The committee's preceding volume, Colleges of Agriculture at the Land Grant Universities: A Profile, is a compilation of the data that helped formulate the specific questions to be addressed. Colleges of Agriculture at the Land Grant Universities: Public Service and Public Policy is the deliberative report, rating conclusions and recommendations for institutional innovation and public policy. It addresses these and other questions: What education mission should colleges of agriculture adopt—and what strategies should they use—in light of significant changes in the agricultural complex? Research in agriculture is expected to respond to consumer demands, environmental concerns, world population growth, and increasing pressure on agricultural lands. Is the century-old structure of land grant university-based research up to the task? What is the role of extension in light of today's smaller farming communities and larger farming conglomerates? This volume is the culmination of a landmark evaluation of land grant colleges of agriculture, an American institution. This document will be of value to policymakers, administrators, and others involved in agricultural science and education.

Colleges of Agriculture at the Land Grant Universities

Communication for Rural Development

Agricultural transformation and development are critical to the livelihoods of more than a billion small-scale farmers and other rural people in developing countries. Extension and advisory services play an important role in such transformation and can assist farmers with advice and information, brokering and facilitating innovations and relationships, and dealing with risks and disasters. Agricultural Extension: Global Status and Performance in Selected Countries provides a global overview of agricultural extension and advisory services, assesses and compares extension systems at the national and regional levels, examines the performance of extension approaches in a selected set of country cases, and shares lessons and policy insights. Drawing on both primary and secondary data, the book contributes to the literature on extension by applying a common and comprehensive framework — the “best-fit” approach — to assessments of extension systems, which allows for comparison across cases and geographies. Insights from the research support reforms — in governance, capacity, management, and advisory methods — to improve outcomes, enhance financial sustainability, and achieve greater scale. Agricultural Extension should be a valuable resource for policymakers, extension practitioners, and others concerned with agricultural development.

Special Report
Action Research and the Production of Communication Media

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.

Knowledge Driven Development

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.

Improving Agricultural Extension

Incentivizing and retaining public servants in remote areas: A discrete choice experiment with agricultural extension agents in Ethiopia

Better Communication in Agricultural Education

Engaging burgeoning youth populations in developing country agriculture is seen as an important strategy toward effective, efficient, and sustainable food system transformation. Yet the policy, institutional, technological, and capability barriers and ways to overcome them for successful participation of youth in agriculture are not fully understood. We use a conceptual framework that identifies key pathways to prosperity for youth and classifies contextual and driving factors that contribute to the success of youth engagement in agriculture. The framework comprises four broad categories of strategic interventions: policy and socioeconomic environment; institutional; technological/business infrastructure; and individual skills and capacities. In the context of this framework, we then present insights from cases of youth participation in agriculture in five countries: Guatemala, Niger, Nigeria, Rwanda, and Uganda. The countries and cases were purposively selected as part of ongoing research on youth engagement in agriculture. Policies and strategies play an important role in creating an enabling environment for youth engagement in agriculture, including by fostering transparency and accountability in the policy system and promoting youth engagement in the private sector through agricultural extension and other services. Institutions and intermediaries provide financial support, training, and access to market for youth entrepreneurs. Support in these areas should be strengthened. Systems approaches, such as multi-stakeholder platforms, provide holistic support to young agripreneurs (entrepreneurs in agriculture), but require effective coordination. Similarly, information and communication technologies can play a facilitating role by providing platforms to network and receive updated market information but need to be significantly scaled up. Individual capacities can drive youth engagement in agriculture and agripreneurship but must continue to be built up through expanded education and training on technical and functional skills. As policymakers and program managers search for interventions that can promote youth involvement in agriculture in their own countries, the insights from the five countries examined that are presented in this paper may be useful for identifying context-specific challenges and pathways to successful youth engagement in agriculture in their own countries. The framework presented here can be applied to study youth engagement issues in any country or in sub-national, decentralized contexts to generate evidence to guide the design of youth-in-agriculture development programs. There is a need to support, strengthen, and implement the
driving factors identified in this paper for expanding youth engagement in agriculture.

Women’s empowerment, agricultural extension, and digitalization: Disentangling information and role-model effects in rural Uganda

A national survey of all types of literature on women and mass communications in the 1990s.

Mass Media

The Role of Communication in Occupational Development of Rural Inhabitants

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.

Agricultural Extension

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


New Communications Technologies in Agriculture: Telecommunications
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.

Agricultural Extension

Annual Report

Communication for Rural Innovation

A report of the Central American agricultural and home economics extension information seminar

Agricultural extension in Central Asia: existing strategies and future needs

Agricultural Extension, Rural Development and the Food Security Challenge

Agricultural Extension Reforms in South Asia

"Today more than ever smallholders and rural communities require access to information and communication to make their voices heard and change their lives for the better. Communication for Development (ComDev) facilitates dialogue and collaborative action, combining participatory methods with communication tools ranging from community media to ICTs. This sourcebook is meant to equip development and communication professionals with a set of guidelines, illustrative experiences, reference materials, and learning tools to strategically apply communication in agriculture and rural development initiatives in various contexts around the world."--Publisher's description.

Adapting Agricultural Extension to Peacebuilding

ICTs for Agricultural Extension

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.
Training For Agriculture And Rural Development 1997-98

Final Report on the Workshop on Project Formulation and Evaluation

Some Hypotheses Concerning the Organization of Communication in Agricultural Extension

Development Communication Report

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 country's 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 country's 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.

Reaching Out

Report of the Planning Session for the Training Program in Extension Communication

Agricultural Extension and Research

Increased deployment of agricultural extension agents (EAs) in rural areas is grounded on their importance to spur agricultural productivity and mitigate spatial imbalances in welfare. However, the high turnover and the low motivation levels of EAs in remote areas pose challenges for equitable service provision and, in some cases, exacerbate geographic disparities. We assess the effectiveness of selected potential policy interventions to incentivize and retain EAs in remote areas of Ethiopia. To this end, we conducted a choice experiment to elicit preferences for job attributes of 761 EAs. We applied a random parameters logit model to estimate parameters of interest and to simulate the impact of possible policy interventions. The main results show that offering continuing education opportunities after two years of service increases uptake of an extension job in remote locations by 77 percentage points, which is significantly higher than the effect from doubling current salary levels (70 percentage points). EAs also expressed a strong preference for work environments with basic amenities, housing, transportation services, and well-equipped Farmer Training Centers (FTCs). Furthermore, the results from sub-sample analyses show that female EAs are less responsive to pecuniary incentives and are more concerned with the availability of infrastructure and services. Current salary levels, years of employment, and location of work are also important sources of heterogeneity in the response of EAs to potential policy changes.

Professional Improvement Activities of Some Recent Agricultural Communications Graduates

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