
Agricultural Extension And Communication Report The Role

A Source Book

Global Experiments, Innovations and Experiences
Annual Report - Florida Cooperative Extension
Service

Extension Education and Communication

Professional Improvement Activities of Some

Recent Agricultural Communications Graduates

Adapting Agricultural Extension to Peacebuilding

Held in Baghdad, Iraq 18-28 February 1974

Seminar in Extension Supervision for the Western
Region

Functioning of the County Monthly Reporting

System in the New Mexico Cooperative Extension

Service as Perceived by Staff Members

Agricultural Extension Reforms in South Asia

Department of Agricultural Extension, Ministry of

Agriculture & Cooperatives and Development

Support Communication Service/UNDP, June

21-25, 1976, Bangkok, Thailand

Final Report on the Workshop on Project

Formulation and Evaluation

A Re-study of a Village in Thailand

Report on a Survey of Readers' Opinion to a
Reprint Entitled "Is the Innovator Dead?"
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Communicating Home Garden Information
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 an attempt to
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 extension, ICT
 infrastructure
 scenario and
 related issues,
 case studies
 on innovative
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 agricultural

extension
 initiatives
 (Village
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 multimedia
 CDs, decision

support
 systems,
 expert
 systems,
 innovative
 community
 radio and
 television
 programmes,
 open distance
 learning etc.
 The
 agricultural
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 students,
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 scientists,
 practitioners,
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 and policy
 makers will
 find this

<p> 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. <i>Global Experiments, Innovations and Experiences</i> Academic </p>	<p> Press 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, </p>	<p> 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 </p>
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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.

Annual Report - Florida Cooperative Extension Service

Academic Press
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 environmental ly 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. **Extension Education and Communication** New Age International 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. Professional Improvement Activities of Some Recent Agricultural Communications Graduates

Intl Food Policy Res Inst 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
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<p>services to various governments</p> <p><i>Adapting Agricultural Extension to Peacebuilding</i></p> <p>Intl Food Policy Res Inst</p> <p>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</p>	<p>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</p>	<p>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</p>
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communicatio n 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: Communicatio n 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
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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. <u>Held in Baghdad, Iraq 18-28</u>	<u>February 1974</u> Bib. Orton IICA / CATIE 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
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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.	Publishing Group 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
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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. Functioning of the County Monthly Reporting System in the New Mexico Cooperative Extension Service as Perceived by Staff Members Accelerating technical change through video-mediated agricultural extension: Evidence from Ethiopia Despite a rapidly growing enthusiasm around applications of information and

communications technologies (ICTs) to smallholder agriculture in developing countries, there are still many questions on the effectiveness of ICT-based approaches. This study assesses the effects of videomediated agricultural extension service provision on farmers' knowledge and adoption of improved agricultural technologies and practices in Ethiopia. The study

focuses on a program piloted by the Government of Ethiopia and Digital Green and poses three questions. First, to what extent does video-mediated extension lead to increased uptake of improved agricultural technologies and practices by smallholder farmers? Second, is video-mediated extension targeted at both spouses of the household more effective than when only targeted at the (typically male) household head? Third, how cost-effective is a video-mediated approach to extension provision? The study explores these questions with a randomized controlled trial designed to evaluate the video-mediated approach as applied to three priority crops (teff, wheat, maize) and three technologies (row planting, precise seeding rates, and urea dressing). The trial was implemented in 347 kebeles (village clusters) during the 2017 meher (rainy) season in Ethiopia's four most agriculturally important regional states. Analysis of data from our surveys of 2,422 households and 896 extension agents indicates that the video-mediated approach is more effective than the conventional approach in

achieving several key outcomes. Specifically, we find that videomediated extension reaches a wider audience than the conventional approach and leads to higher levels of agricultural knowledge and uptake of technologies in those kebeles randomly assigned to the program. While our results do point to greater participation and greater knowledge of female

spouses in kebeles where both male and female spouses were targeted by the program, we do not find clear evidence that the more inclusive approach translated into higher uptake of the subject technologies and practices. Finally, we find that the video-mediated approach becomes less costly as the scale of operation increases. **Agricultural Extension Reforms in South Asia** National

Academies Press
An international survey of all types of literature on women and mass communications in the 1990s. Department of Agricultural Extension, Ministry of Agriculture & Cooperatives and Development Support Communication Service/UNDP, June 21-25, 1976, Bangkok, Thailand ILRI (aka ILCA and ILRAD) 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 changes in the agricultural complex? Research in agriculture is expected to respond to consumer

<p>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</p>	<p>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. <i>Final Report on the Workshop on Project Formulation and Evaluation</i> Daya Books Agricultural transformation and development are critical to the livelihoods of more than a billion small-</p>	<p>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</p>
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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. *A Re-study of a Village in Thailand* Bib. Orton IICA / CATIE 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. *Report on a Survey of Readers' Opinion to a Reprint Entitled "Is the Innovator Dead?"* World Bank Publications 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)
Better Communication in Agricultural Education Intl Food Policy Res Inst 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. **Communicating Home Garden Information** New India Publishing

Accelerating technical change through video-mediated agricultural extension: Evidence from EthiopiaIntl Food Policy Res Inst World Bank Publications **Rethinking Agricultural Extension** Food & Agriculture Org Public Service and Public Policy Food & Agriculture Organization of the UN (FAO) *Improving Agricultural Extension* National Academies Press

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