



New tools – New opportunities in extension

Summary of Extension steps and potential Information Communication Technology (ICT) application*

General comments. 1) Effective application of ICT in extension requires a needs-driven focus, credible content and trust in the message and the messenger, 2) Farmers are more likely to adopt when they see fellow farmers applying a technique, and 3) An integrated approach using a range of ICT and “traditional” options should be considered.

fact sheet

Extension step	ICT - Technology - option				
	Cell phone (voice + text)	Radio	Smart devices	Video and TV	Web – mainly for use by intermediaries
1. Diagnose problems	Some potential if farmers can call or text in and sufficient expertise is available	Some potential if there are broad general problems or if farmers can call in and sufficient expertise is available	Additional potential to a regular cell phone as it can access the web. Could be used to document field problems.	Could be used to show specific problems	Good comprehensive diagnostic tools available – can use text, pictures, video and interaction
2. Raise awareness about technology and new possibilities		Very good	Potential if access to the web	Images are very helpful as “Seeing is believing”	Good option for intermediaries to seek information
3. Provide general Agricultural information (e.g., weather alert)	Some potential although concerns of SMS “spam”	Excellent option if used carefully (otherwise risk being treated as spam).	Some potential although concerns of SMS “spam”	Excellent option if used carefully (otherwise risk being treated as spam).	
4. Provide specific technical information	Some potential if farmers can call or text in and sufficient expertise is available	Some potential – but limited information delivered	Additional potential to a regular cell as it can access the web	Images very helpful as “Seeing is believing”. Can highlight specifics	Good option – can make information available in a range of forms
5. Use in Training				Images very helpful as “Seeing is believing”	Can be very useful in a training setting
6. Follow-up on technology implementation	Potential if sufficient expertise is available. Possible to use to monitor results	Good if call in and especially if sufficient expertise available	Potential if sufficient expertise is available. Possible to use to monitor results		Good option for intermediaries to seek information
7. Access credit and inputs	Very promising m-banking Call input suppliers		Very promising m-banking Call input suppliers		On-line banking
8. Access market information: Prices and more	Excellent option – individuals can call markets/buyers	Some potential – Can provide price reports	Excellent option – individuals can call markets/buyers		Access price reports. Potential to bring on-line producers together with potential buyers

*Code: Yellow= good option

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