



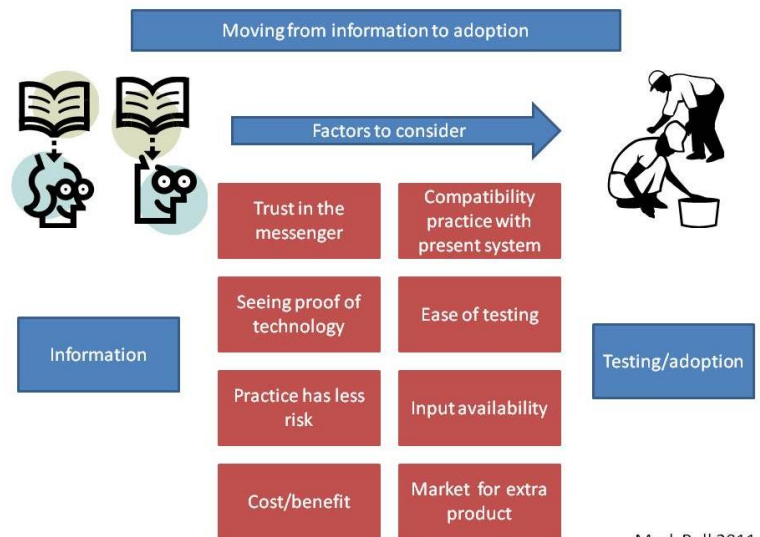
Keys to Success - Extension Principles

Tips & Facts Sheet

Extension Principles

Many factors must be considered in the provision of extension services. The following principles have emerged as keys to success:

1. **Demand driven.** Make sure true needs of both men and women farmers are being identified and addressed (i.e., the process is client-based and needs-driven).
2. **Farmer engagement.** Engage men and women farmers from the start – from identifying needs of each group, and noting differences to testing and beyond.
3. **Credibility of information.** Ensure information is credible, tested and validated.
4. **Existing information flow.** Analyze presence and accessibility of existing, trusted communication channels, and utilize where possible. Consider differences in men's and women's access to these channels.
5. **Trust.** Build trusted delivery mechanisms (including trust for the message and the messenger) to help people move from accessing information to testing and then adopting. Consider that certain delivery mechanisms may be more effective for men and some for women.
6. **Seeing is believing.** Demonstrate technologies and engage both men and women farmers in testing, so they can try it themselves and have improved understanding of processes.
7. **Market and finance access.** Consider markets and financing as part of extension. Mobile money, for example, is making a range of associated support services more efficient. For example, input suppliers can have products more readily available, as they receive payment more promptly. Market access ensures outlets for increased produce.
8. **Integrate approaches.** Utilize both new and traditional tools with a range of players to tailor service delivery to local needs.
9. **Sustainability.** Plan from the start to make the process sustainable.
10. **Incentives.** Ensure that there are incentives for others to work with you, and that participants stand to benefit from engaging in training or service delivery.
11. **Build capacity.** Make training appropriate for the different audiences, including both men and women farmers and extension agents. Note that capacity building may have to cover a diverse set of topics depending on the target audience, and may range from institutional capacity to technical skills and extension skills.



Mark Bell 2011

Conclusion: The best approaches to extension depend on local customs and conditions, but will likely draw on a range of both new and traditional approaches.