

Session 3: Using Video in Extension System

Part 1: Moon Tent

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- What did group 1 try to make?
- What did group 2 try to make?
- How come one group got the best result?
- What helped them get the best result?
- What went wrong with the other groups?
- What were the hindering factors for other-groups?
- What challenges did each group face?

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Part 1: Introducing Digital Green and Mediator Role

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- Farmers learn from their peers
- Agricultural practices differ from region to region and localized and more contextual videos are more helpful
- Videos in local language is essential if farmers are to understand the message
- Featuring farmers can become role model for their community
- Mediators have a relationship with their own village members and can be the motivating person to adopt agricultural practices

Session 9: Preparing for Dissemination

3

- Finalizing the group with which to conduct the dissemination
- Selecting the video to be shown
- Telling the group about the video dissemination
- Asking the group what day and time works for them
- Fixing up a date and time
- Finalizing the venue
- Reminding the group about the screening a day earlier

Session 10: Model Dissemination

4.1

- Charge and test equipment
- Review the video to be screened
- Prepare for possible questions during discussion
- Keep dissemination form and all equipment in a carry bag
- Remind people
- Set equipment
- Check the venue for light, space, weather, accessibility, location and safety

- Welcome address
- Discussion about the previous video
- Introduction to the video/project; setting the context
- Play, pause, discuss; play, pause, discuss
- Encourage discussion and engage participants

- Encourage group to summarize the non-negotiables in the video
- Document expressed adoptions + attendance
- Revise the non-negotiables of the featured practice
- Summarize the discussion
- Closing statement
- Pack equipment safely

- Know your audiences' background
- Understand what they already know
- Understand their experiences
- Help them understand how the new practice could be helpful for them
- Highlight examples of featured farmers/people who have adopted this practice
- Give them detailed information about the practice, so that they know exactly what to do. For instance, contact details of the local community health worker, or the local grassroots organization
- Address any social or cultural norms that might prevent adoptions
- Motivate them to adopt the practice

- How important was it to stay on topic and not deviate?
- How much did the body language make a difference?
- How much did it matter that the person was fast or slow in their speech?
- How important was it that the person did not hesitate, or had too many pauses in their speech?
- Ask the pairs to give feedback to each other on what they did well and where they can improve.

- Select/know the group that they have to show the video to
- Discuss and finalize the time and venue that would be convenient for the group
- Discuss the areas of interest and the needs of the group
- Select the video to be shown based on how timely and relevant it is to the audience. Base video selection on community needs, crop season and the plan prepared by extension agents.
- Watch the videos in advance and develop subject knowledge on the topic. Meet extension agents to get the right information.
- Finalize the screening.