

Topic identification and content development

This is done by partner organization based on community needs in the region



Video Shooting

It is done by video production team at the block level, in local language and features local farmers



Editing Video

Done by video production team, vetted by expert committee to check the information



Video Dissemination

Practice shown through video to a group



Use of Pico projector in Dissemination

Appropriate for areas with weak electricity supply



Information gathering and feedback

Discussion with the group and expressed adoptions noted



Verifying adoptions

Physical checks done

