

Cue Cards

Dissemination Training

Session 3, Part 1:

Using Video in Extension System

After facilitating the moon tent activity

- 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?

Session 3, Part 1:

Using Video in Extension System

After facilitating the moon tent activity

- Instructions become more clear than other mediums
- It is also faster to understand things
- There is little or no ambiguity about what needs to be done
- You can see the exact process to be followed
- Instructions can be repeated, if need be
- You can both see and hear, so it is difficult to go wrong
- Several people can watch easily at one go

Session 3, Part 2:

Using Video in Extension System

Advantages of Digital Green Approach

- Farmers learn from their peers
- Agricultural practices differ from region to region and localized and more contextual videos are more helpful
- Videos on 'Most Impactful Practices' will help farmers increase their productivity and therefore, their income

Session 3, Part 2:

Using Video in Extension System

Advantages of Digital Green Approach

- 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 8: Preparing for Dissemination

- Finalizing the group with which to conduct the dissemination
- Selecting the video to be shown, based on timeliness of the practice
- Telling the group about the video dissemination
- Asking the group what day and time works for them

Session 8:

Preparing for Dissemination

- Fixing up a date and time
- Finalizing the venue
- Reminding the group about the screening a day earlier
- If the video is on a 'most impactful practice', then ensuring that maximum number of farmers attend the screening. Inform the farmers that the practice shown in the video can substantially increase their yield

Session 13:

Facilitation skills of a mediator

- Strong content knowledge
- Makes eye contact with everyone
- Good listening skills
- Respects everyone's opinion
- Has patience
- Good time management
- Is positive
- Is participatory and involves everyone
- Has good voice modulation

Session 15:

Open and Close-ended Questions

Information on the picture

It is the mask of Tutankhamun,
who was an Egyptian king,
and ruled from 1332-1323.

The 1922 discovery of Tutankhamun's nearly
intact tomb, makes it so popular

Session 16:

Body Language

Examples of good and bad body language

Good Examples

- Eye contact with everyone
- Walking around the room
- Appropriate use of hands
- Good standing posture
- Responding appropriately to participants by nodding

Bad Examples

- Pointing Fingers
- No eye contact
- Slumped shoulders
- Clumsy use of objects
- Arms clasped

Digital Green