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Revisiting Extension with the Changing Architecture of ICTs: CTA's Perspectives

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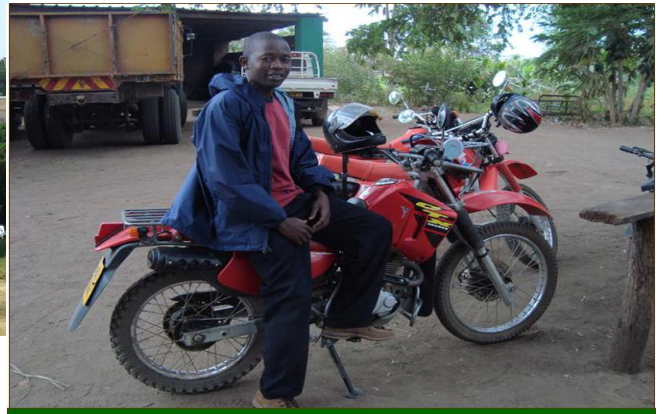
Kigali, Rwanda, 6th November 2013

Extension in ICT Overdrive

Changing Architecture of ICTs - I

Centralized sources of information

Information Centre



One of the many COMACO extension advisors with the motorbike he uses to travel long distances over rutted dirt roads to member far

Extension Officer

Farmers

Changing Architecture of ICTs - II

Decentralized sources of information

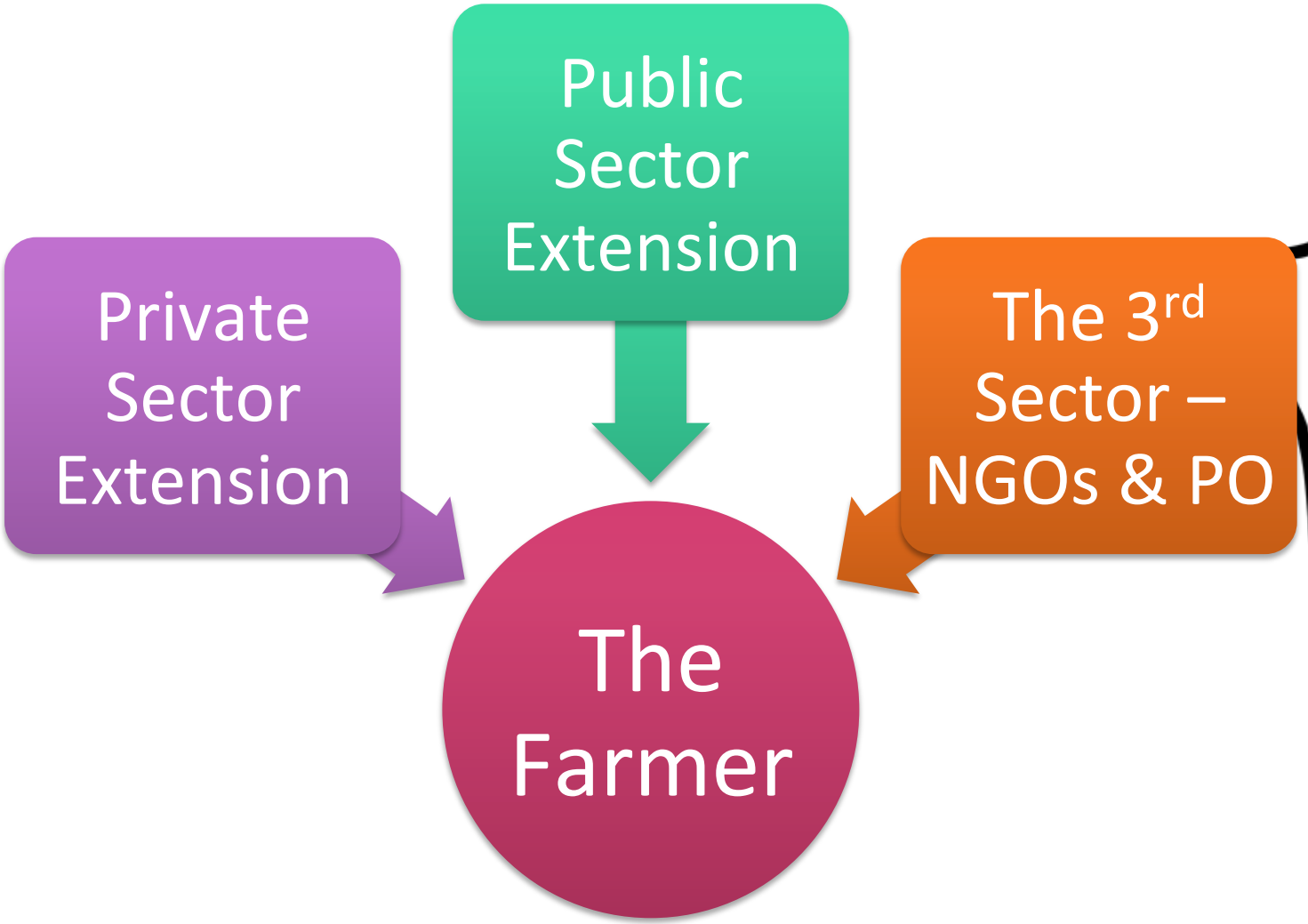
Hands on training on computer aided operations in the Telecentre

Changing Architecture of ICTs - III

Democratized sources of information (in the hands of the user)

Changing Architecture of Extension

Multiple sources of information



Starting the Conversation

INNOVATIONS IN EXTENSION AND ADVISORY SERVICES
INTERNATIONAL CONFERENCE
15. – 18.11.2011 NAIROBI KENYA

production storage processing trading retailing consumers

making the connection
value chains for transforming smallholder agriculture

6 – 9. 11. 2012
ADDIS ABABA, ETHIOPIA

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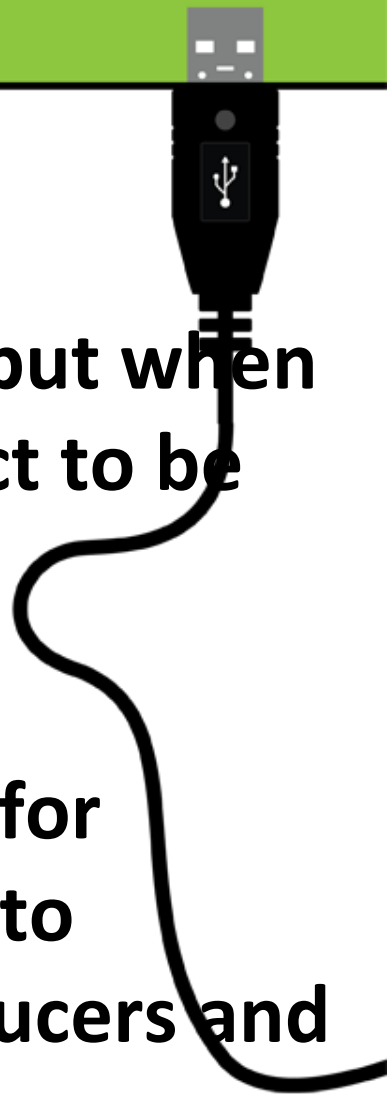
4 – 8. 11. 2013
KIGALI, RWANDA

What Have We Learnt?

The farmer can be "King"



- **In the business world, the client is king, but when it comes to farmers, the client is a subject to be manipulated**

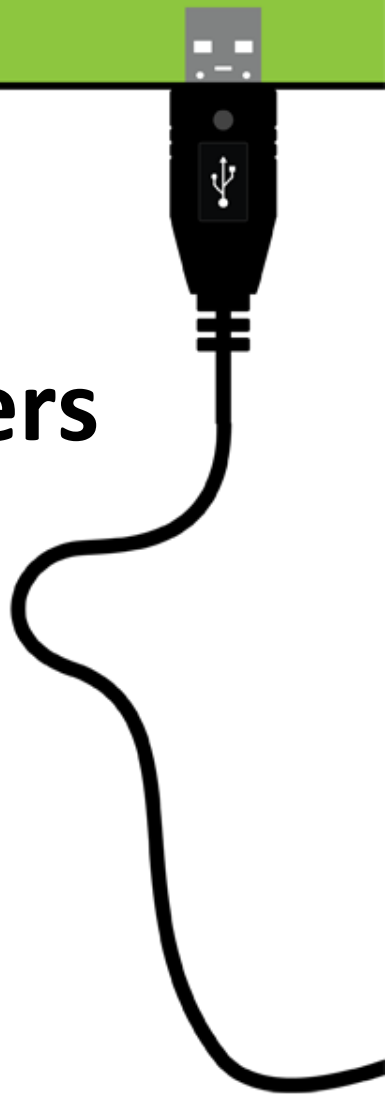
- **There needs to be much greater respect for farmers and their families, and we need to recognize their importance as food producers and private-sector wealth creators** ***(Mamdou Cissokho)***

What Have We Learnt?

Partnership is key

- **We must recognize other players in the field, identify areas of synergy, and forge formal linkages**

- **It takes partnership to make impact**

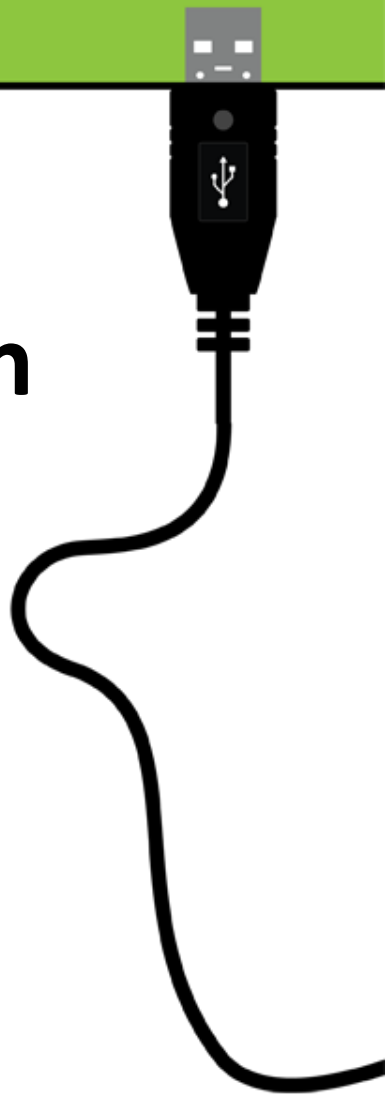


What Have We Learnt?

Extension is systemic

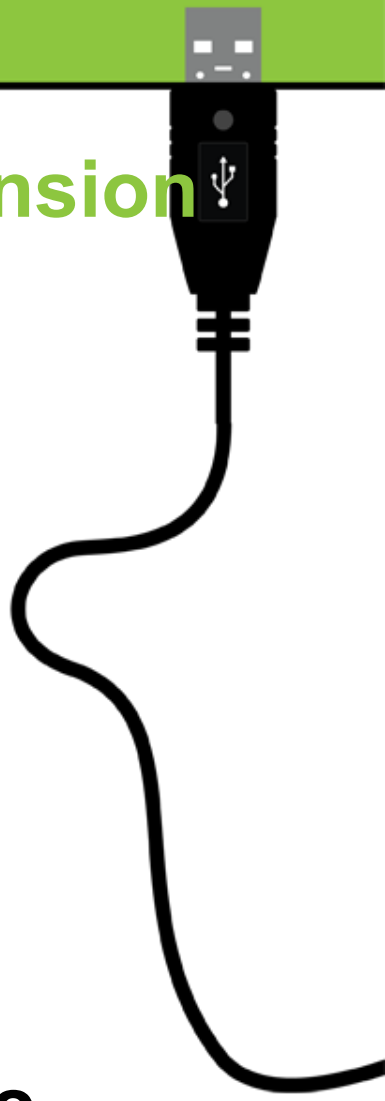
- **It is part of the larger innovation system and contributes to development**

- **Extension policies should therefore be aligned with other sector policies**



What Have We Learnt?

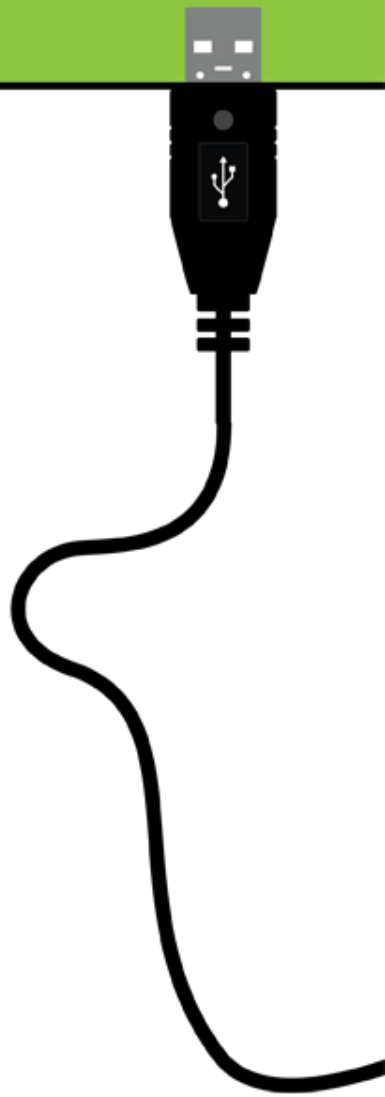
ICTs have always been a feature of extension



- **The appropriation of the tools**
  - Innovative use
  - Maximizing their use
- **Communication**
  - Methods
  - Approaches
- **Streamlining messages from multiple providers for the users**

Looking Forward

Possible areas of intervention

- **Promotion of innovative ICTs**
- **Supporting thriving communication approaches**
- **Strengthening learning networks through KM activities**
  - for the delivery and impact of extension services in the ACP region

Extension
in ICT Overdrive