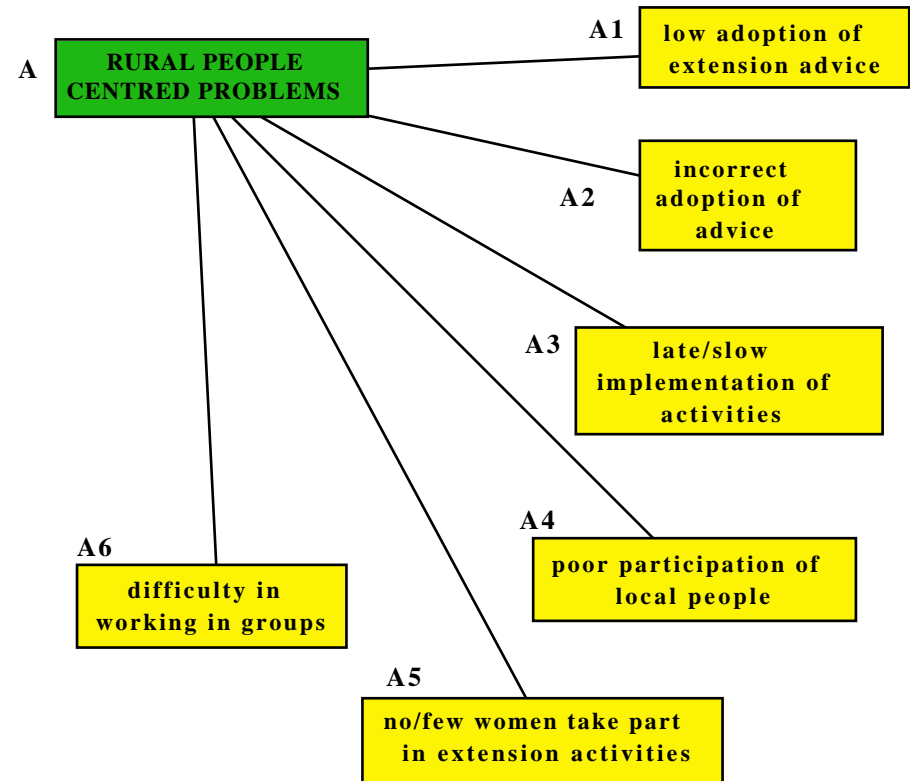


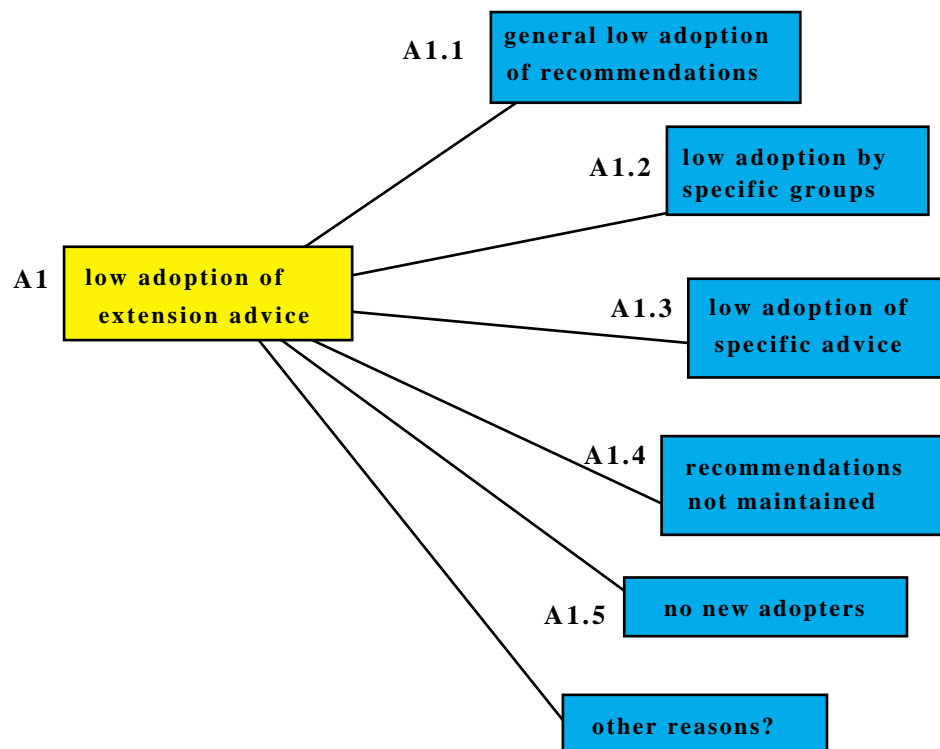


A : RURAL PEOPLE CENTRED PROBLEMS

Rural People centred problems are those which are initially perceived as directly related to the rural people with whom the extension service works. Further investigation may, however, show that the root of the problem is actually not with the rural people themselves, but with the field workers or with extension management or even with overall extension objectives.

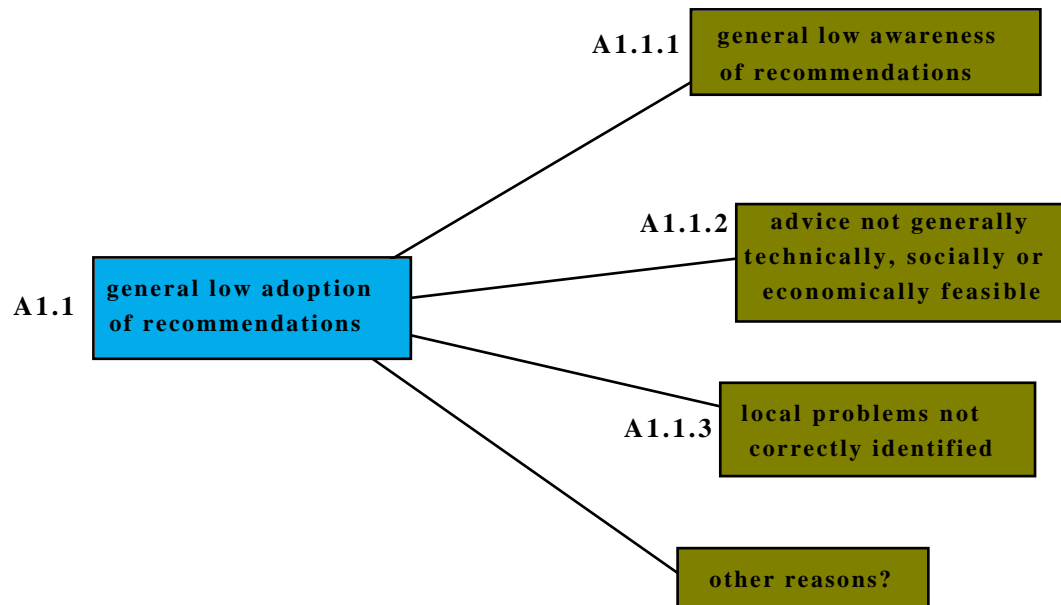
This category includes all issues related with adoption, implementation of field activities and participation of farmers and villagers in extension activities.





A fundamental purpose of most extension services is to promote advice and innovations which will improve the production levels, storage or marketing of forestry and agro-forestry products. There can be many reasons for the low adoption of extension advice - some of which are listed in this section. These can range from inaccurate/inappropriate advice to simple lack of awareness of the idea - i.e. poor extension communications

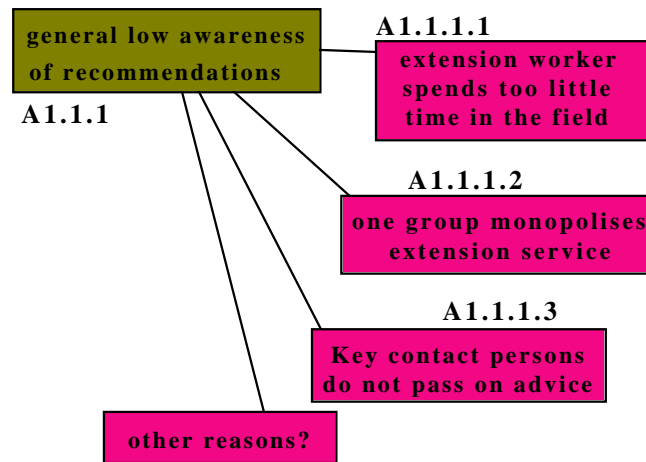




A survey, or analysis of data collected through the extension service, may highlight that the level of adoption of extension advice is below the targets set. However, before considering any action, it may be necessary to review what the information on low adoption means. Has only adoption of a full package of recommendations been considered? If so, this may exclude possibly numerous cases of partial adoption. Any action to be taken should be very different if there is widespread partial adoption than if there is no adoption at all.

Group discussions are often useful and a starting point might be to call a meeting with the field workers in charge of the area where the low adoption has been recorded, and begin by discussing with them the problems they might have noted. It should be made clear that there could be many different reasons why adoption is low and that none of them are being blamed for the results. Stressing a team approach in working together to understand the situation better and improve the effectiveness of the work can be helpful. Discuss the problems they have identified and ask them to further investigate the issues while in the field.





Among issues to investigate further in order to understand the actual reasons of the low adoption rates are:

- do people know about the extension advice?
- is no-one in the rural community aware of the advice or are only some people unaware of it?
- are there any common factors among the people that are not informed of the technology (e.g. they are not part of the key contact person's family, they are all women, or all older farmers, or just people living in a certain area, or belonging to a certain ethnic group, etc.)
- is the awareness low for all the extension advice introduced, or does it relate only to a particular type of technology/message?

A major reason for the low level of adoption of recommendations can be that the rural people for whom the advice is intended are not being reached, and are not aware of the advice at all. Consider reviewing the channels of communication - are they appropriate to the intended group? What alternative means of communication might be used?

Possible reasons for low awareness of extension advice are that...

- the communication channels used are inadequate or unsuitable for the intended audience. The choice of communication channels should consider the literacy level of the audience, the language or dialect spoken, the access to the media used (e.g. do the intended audience have access to radio, television, newspapers etc.).
- the channels are not being used effectively. e.g. the wrong time, location, duration is used to put across the information such as a radio broadcast aimed at villagers when they are away from the radio.
- the information is distorted. If information does not reach the intended rural people directly, it will inevitably be altered in some way by intermediaries. This happens even when the intention is to pass on the same message. The more directly a message can reach the intended people, the less the chance for distortion.
- the message is not seen as relevant - are illustrations pretested? Is the message appropriate from their point of view?





Problem: (low adoption)

A1.1.1.1 extension worker spends too little time in the field

Suggestions

If extension staff spend the majority of their time in the office, they cannot be reaching many of the rural people directly. There are many reasons why extension staff do not visit the rural people as often as they should - see also

B1 extension worker spends too much time in the office

- other suggestions





Problem: (low adoption)

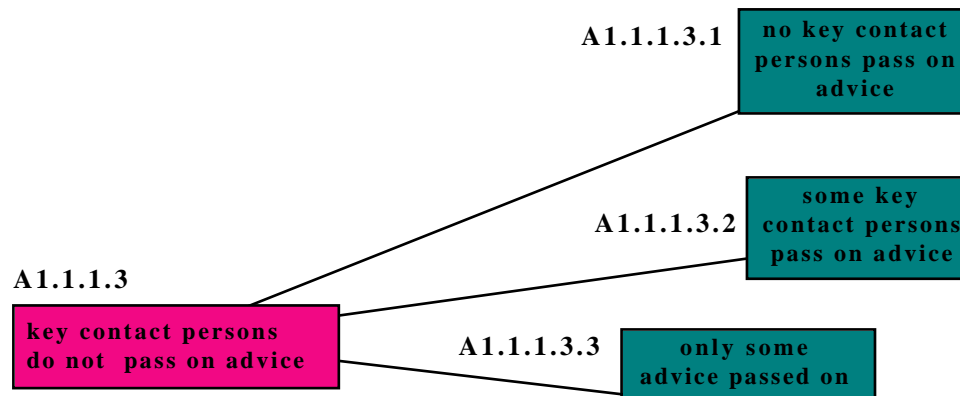
A1.1.1.2 one group monopolises the extension service

Suggestions

- identify groups not reached and organise specific activities or communications for them?
- appoint key contact people from their groups?
- make better use of mass communications to reach others?

- other suggestions





Key contact persons may receive information from the extension workers but not pass it on as expected. Among the reasons behind this there could be that:

- key contact persons are not representative
- their fields are too far from other villagers fields
- they do not welcome other villagers onto their fields
- they do not wish to pass on advice which may give other villagers an advantage
- they do not consider the advice to be useful to them - though it might be useful to others.

If it is found that other rural people are not aware of advice passed on to the key contact persons, the situation needs further investigation . Consider the other suggestions under

A1.1.1 general low awareness of recommendations





Problem: (low adoption)

A1.1.1.3.1 no contact persons pass on advice/information

Suggestions

- consider discussing with key contact persons the reason for not passing on information?
- consider reviewing and possibly appointing new or additional key contact persons? Appoint the new ones through agreement at a meeting of the rural people's group?

- other suggestions





Problem: (low adoption)

A1.1.1.3.2 some key contact people don't pass on advice/information

Suggestions

- review use of those key contact people who do not pass on advice?
- emphasise contact with those that do pass on advice/information to others?
- appoint additional key contact people if necessary?

- other suggestions

It may be that some key contact persons need to be appointed due to their position in society. The emphasis may then need to be to ensure that these people do not monopolise too much of the extension service's time. If they are influential in the society, it may be that the extension service cannot operate effectively if they are not included as key contact people.





Problem: (low adoption)

A1.1.1.3.3 only some information passed on

Suggestions

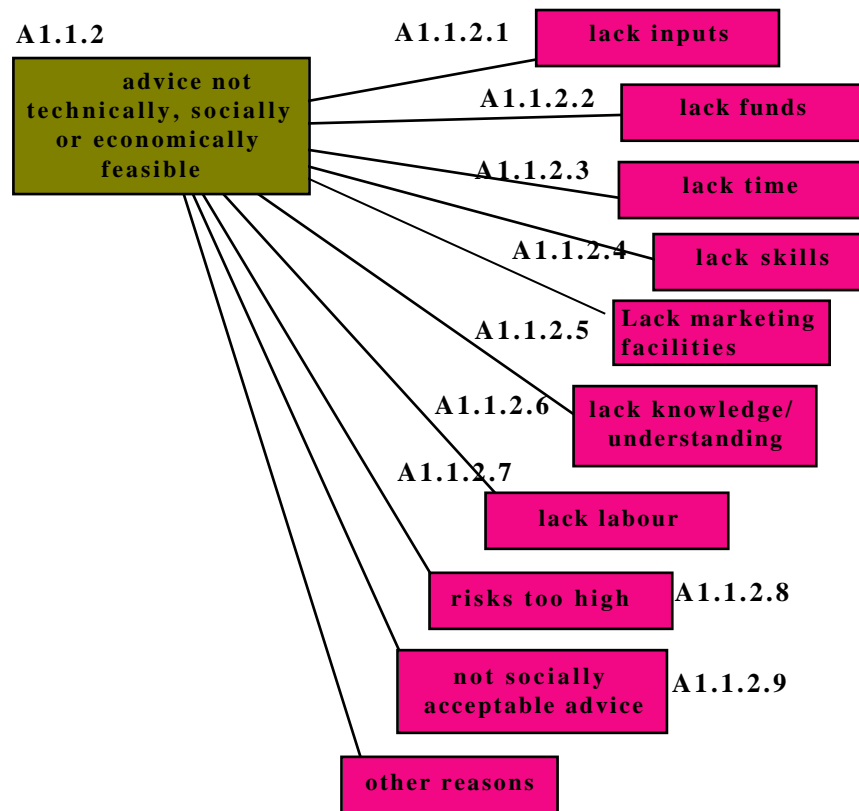
If only some information or advice is passed on, further investigation is needed to find out what information this is and what is the reason for other information not being passed on. Are there perhaps better ways to reach other villagers? Consider reviewing information which is not passed on. Is the advice given actually useful for the villagers? Is it technically, economically and socially feasible for the key contact persons? For the other villagers? Does the information give the contact persons an advantage over others that they would not wish to pass on? Consider also what other communication methods might be used to ensure a wider spread of information?

- other suggestions

See also

A1.1.2 advice not technically, socially or economically feasible





Discussing the issue of low adoption with extension workers and villagers might highlight that there is a satisfactory level of **awareness** of the advice. Villagers are **aware** of the advice but for some reason are not willing to take it up.

The next stage of the analysis is therefore to identify the reasons behind this. It is important to involve villagers directly and find out from them what the reasons are, instead of assuming some issues might represent an obstacle to adoption. It may be useful to arrange a meeting with villagers to discuss what aspects of the extension package they find difficult to adopt. Is adoption limited by the lack of inputs? funds? time? skills? knowledge? labour? Or is the risk involved in the adoption too high? Are there cultural or social reasons limiting the adoption? Are there any other reasons acting as a constraint to adoption?

Inappropriate advice may be advice which is *technically* inappropriate i.e. advice which for some reason is technically unsuitable for the particular area of concern. For example, certain tree species might be recommended but in fact be inappropriate for the local site. Advice may also be *economically* inappropriate i.e. unsuitable because the villagers concerned cannot afford the inputs required - or perhaps are not sufficiently convinced that the risk is worthwhile. Thirdly the advice may be *socially* inappropriate - that is, it goes against local ideas, beliefs or customs. It may also go against religious beliefs of the community concerned. Inappropriate recommendations are sometimes made by extension workers because not enough effort has been put into finding out what rural people's problems are and checking that proposed solutions are appropriate before promoting them.

In some cases, research organisations develop techniques and technical packages which are then expected to be promoted by extension services without first checking on their appropriateness with those whose livelihood is at stake i.e. the villagers who are expected to implement the recommendations with their investment in time and resources.





Problem: (low adoption)

A1.1.2.1 lack inputs

Suggestions

- check supply is regular/available when needed?
- check availability and cost of inputs before recommending their use?

Lack of inputs may also mean lack of inputs at the time they are required rather than complete non-availability. Untimely availability can be as effective a block on use of inputs as non-availability. Similarly erratic supply of inputs can seriously affect the extent to which recommendations are taken up.

- other suggestions





Problem: (low adoption)

A1.1.2.2 lack funds

Suggestions

- check costs of proposed practice including opportunity costs - will anything have to be foregone to pay for the proposed practice?
- check credit availability for rural people's group?
- consider subsidised credit?
- check risks involved?
- could the advice be adopted gradually with less need for major funds at any one time?
- could group ownership be included?

As with inputs, consider also whether the lack of funds are seasonal or continuous. What is the cause? Is erratic production or low yields the problem? What could be done to address these problems?

- other suggestions





Problem: (low adoption)

A1.1.2.3 lack of time

Suggestions

- could the advice be modified to require less time?
- what other activities could be cut down to make time for the proposed activity?
- consider other labour saving activities to increase time available?
- consider who actually carries out the work and whether it could be done by others?

- other suggestions





Problem: (low adoption)

A1.1.2.4 lack skills

Suggestions

- organise skills training sessions/demonstrations for the activity being promoted?
- ensure key contact persons are able to carry out the practice successfully?
- could the package be simplified so that less skills are required?
- could the package be adopted gradually to allow skills to develop?

- other suggestions





Problem: (low adoption)

A1.1.2.5 lack marketing facilities

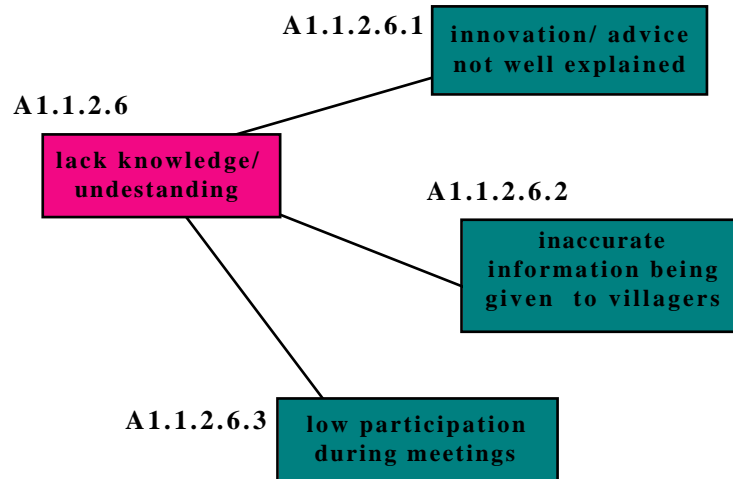
Suggestions

- check what markets and market facilities exist for products. Are they accessible to the villagers? If not, can anything be done to improve the situation?
- Check what transport is available and what could be done to improve the situation.

Lack of suitable markets and transport can mean that increased production may not be worthwhile.

- other suggestions





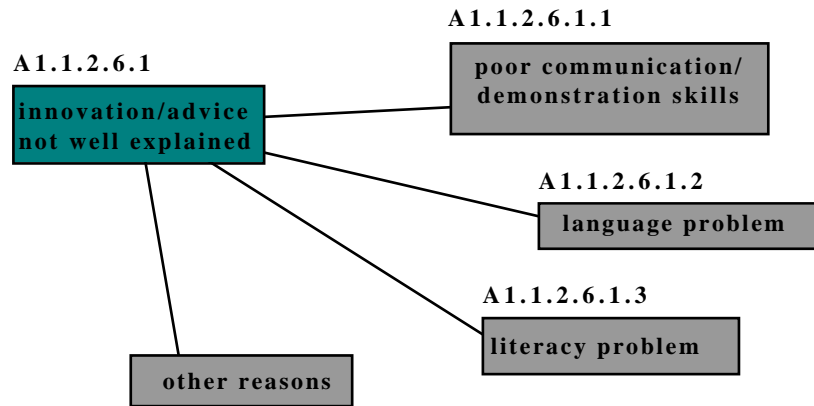
A part of the task of most extension systems is to increase the knowledge and understanding of rural people in the areas of concern. If advice given is not practical because the villagers lack the necessary knowledge or understanding, the extension service may be placing too little emphasis on this area. To help ensure that ideas are understood, extension staff need to emphasise interaction during demonstrations and participation of villagers during all extension activities.

Depending on the extent of this problem, training courses may be needed for some extension staff to improve their skills in communications.

See also **B6 extension worker lack of skills**

and **A1.1.2.6.1.1 poor communication/demonstration skills**







Problem: (low adoption)

A1.1.2.6.1.1 poor extension worker communication/demonstration skills

Suggestions

- consider whether extension workers need training on communication skills in general
- encourage villagers to take part in/practice more during demonstrations
- use more learning by doing exercises?
- listen more/speak less during farmer group discussions?
- repeat ideas and demonstrations?
- ask those who do understand/do the recommended practice correctly to demonstrate/explain to others?
- encourage villagers to say so if they do not feel confident or do not understand/agree?

- other suggestions

See also **B6 extension worker lack of skills**





Problem: (low adoption)

A1.1.2.6.1.2 language problems

Suggestions

- use interpreters - preferably those local to the area who speak both the local language and the advisors language? Could it be one of the villagers?
- rely more on demonstrations and visual aids?
- learn the local language?

- other suggestions





Problem: (low adoption)

A1.1.2.6.1.3 literacy problems

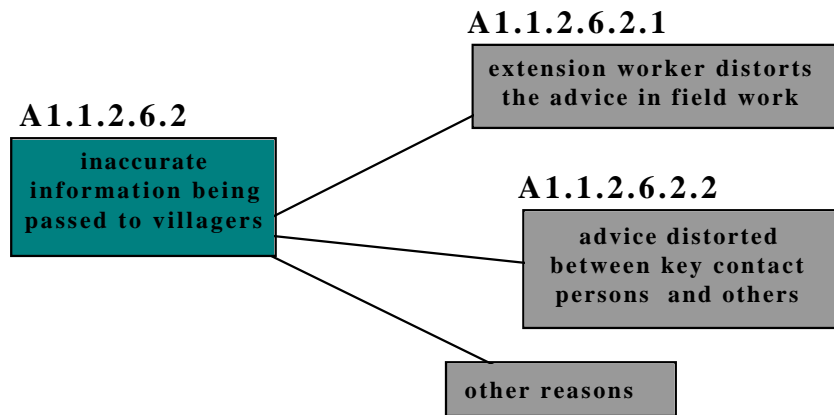
Suggestions

Low literacy rates can be a barrier to extension work since written leaflets and handouts are then of little or no use. However there are various ways in which the problems can be overcome. Drawings and illustrations *if adequately pretested for understanding with the intended group* can help communication with a low literate audience. If illustrations are not pretested, they can either have little or no effect on increased understanding - or at worst even give a wrong or conflicting message. People learn to read pictures much as they learn to read words and representations of size, perspective, angle and 'front and back' for example are not necessarily understood if they have not been seen before. It is also common for people unused to pictures to try to recognise a specific real person, animal or building in a drawing rather than just a symbolic person etc. It is essential that pretesting of messages be conducted if illustrations are to be used with little explanation.

Radio and cassette recordings, which are relatively cheap to spread messages consistently and raise discussions, can also prove useful. Slides and cassette tape are often practical ways of explaining situations - though are often limited in use by the lack of slide processing facilities available to the extension services. Video similarly can be effective in working with illiterate populations but in many cases is still too expensive and inaccessible.

- other suggestions







Problem: (low adoption)

A1.1.2.6.2.1 extension worker distorts the advice during field work

Suggestions

- identify which parts of the advice are being distorted and why?
- if distortions increase the effectiveness of the information, revise to include them as necessary?
- if distortions are due to limited competence/ understanding of the field worker, give them adequate training to ensure the advice is passed on correctly?
- provide/develop leaflets with the extension workers covering the essential points that need to be technically correct?

- other suggestions





Problem: (low adoption)

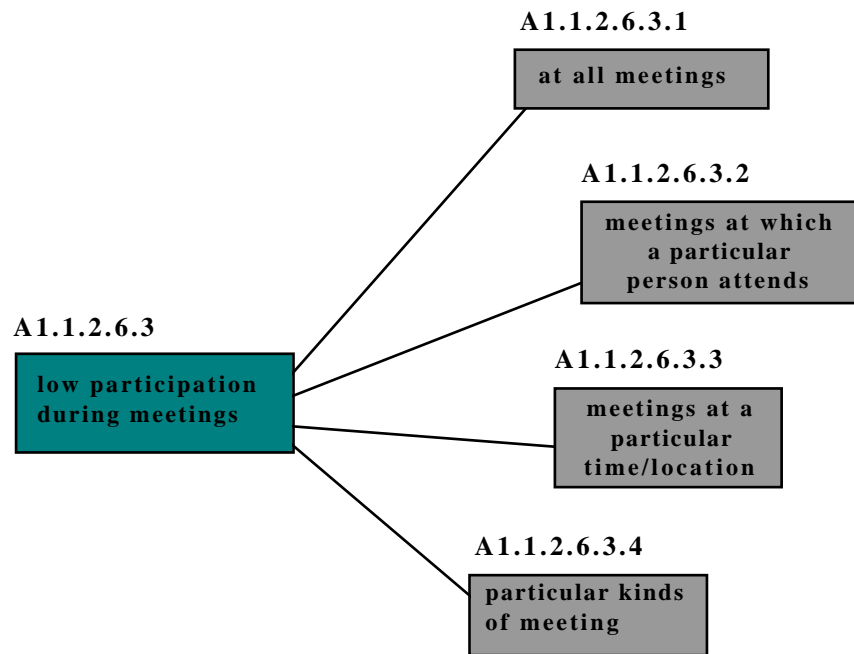
A1.1.2.6.2.2 advice distorted from key contact persons to others

Suggestions

- provide simple leaflet of main points for distribution to all group members. If majority cannot read, prepare and pretest illustrated leaflet covering main points?

- other suggestions







Problem: (low adoption)

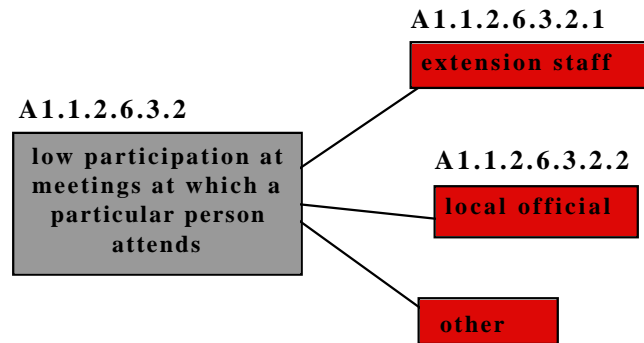
A1.1.2.6.3.1 low participation at all meetings

Suggestions

- discuss with individual villagers and influential persons in the village the reasons for low attendance?
- if participation is low because topics discussed are found not relevant, revise the programme to include some of the issues villagers would need to discuss?
- if participation is low because meetings are scheduled at inconvenient time/locations take action to revise schedule?

- other suggestions







Problem: (low adoption)

A1.1.2.6.3.2.1 low participation at meetings at which a particular field officer attends

Suggestions

- try a cross check between lists of participants, guest speakers and field worker present at the meetings?
- investigate reasons why one person acts as a deterrent?
- if a field officer is disliked, and the situation can not be improved, consider assigning him/her to a different village?
- if a field officer is too dominant, consider coaching/training on facilitation techniques?

- other suggestions





Problem: (low adoption)

A1.1.2.6.3.2.2 low participation at meetings at which a particular local official attends

Suggestions

- try a cross check between lists of participants, guest speakers and field worker present at the meetings?
- discuss situation with local leaders?
- discuss situation with the official concerned?
- consider alternative ways to reach the rural people's group such as greater use of mass media or use of small group approaches?

- other suggestions





Problem: (low adoption)

A1.1.2.6.3.3 low participation at meetings held at a particular time/place

Suggestions

- if other meetings have higher participation, it is likely that villagers find this time/location impractical. Consider changing to another time/location
- ask villagers what time/locations suit them best

- other suggestions





Problem: (low adoption)

A1.1.2.6.3.4 low participation at particular kinds of meetings

Suggestions

- if other meetings have higher participation levels, it is likely that villagers find these meetings less relevant or impractical/inappropriate for some reason. Ask villagers what kinds of meetings suit them best
- look also at other aspects of this section - is the meeting itself practical for villagers to attend? Are there social reasons which prevent participation? Are there costs involved in this meeting which are not present with other meetings?

- other suggestions





Problem: (low adoption)

A1.1.2.7 lack labour

Suggestions

- could the advice be modified to require less labour?
- what other activities could be reduced to make labour available for the proposed activity?
- consider other labour saving activities to increase time available?
- consider who actually carries out the work and whether it could be done by others?

- other suggestions





Problem: (low adoption)

A1.1.2.8 risks too high

Suggestions

- consider ways in which risks could be reduced - modify advice if necessary?
- consider group approaches to share risk?
- consider if a step by step approach would be appropriate?
- consider whether subsidised credit could be found?
- is the problem that immediate benefits are expected/needed?

Could some immediate benefits be incorporated to make the advice more immediately worthwhile. Are immediate benefits an expectation or a need?

- other suggestions

In many cases, rural people cannot afford any more risk than is essential. For forestry extension advice to be adopted, it needs to pose as low a risk to the villager as possible in terms of time, labour and direct costs involved. In some cases, problems can arise when villagers are led to expect too many free inputs or immediate results and benefits from inputs. It is important to ensure that promises which are made can be kept. The longer the period before benefits will appear, the lower the risks need to be if villagers are expected to adopt advice.

Since extension workers rarely have any direct stake in whether or not extension advice is successful, villagers are naturally more wary of taking up advice than extension workers are in promoting it. - Ways of linking responsibility for the success or failure of advice could be explored including incentives for extension workers to promote more appropriate advice.





Problem: (low adoption)

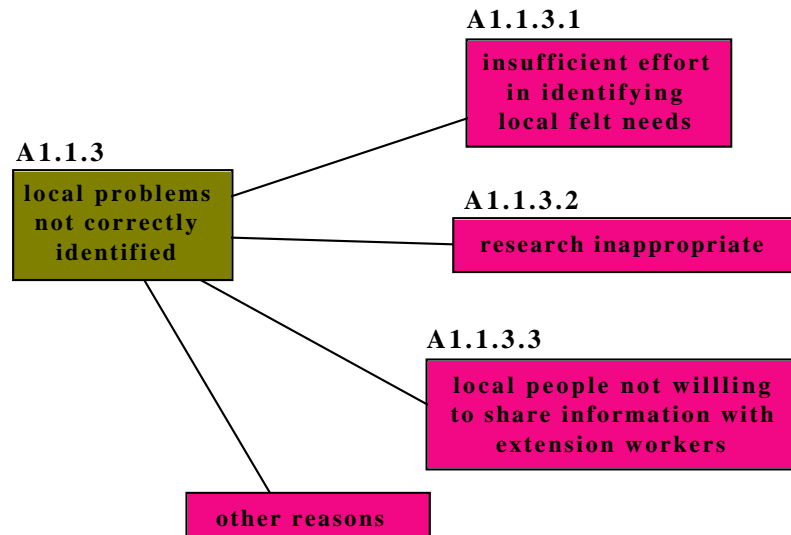
A1.1.2.9 advice not socially acceptable

Suggestions

- consider how the advice could be modified to make it socially acceptable?
- check whether actual intended group finds the advice unacceptable, and not an intermediary? (e.g. if women are to implement the idea, do they find it unacceptable or do men?)
- persuade some representative villagers to try the idea - others may follow if successful?

- other suggestions





Rural people's problems not correctly identified

Investigations into the reasons for the limited appropriateness of extension advice may reveal that rural people's problems were not correctly identified. An extension service has little purpose if it does not respond to local problems, nevertheless it is common for research to be conducted with little appreciation of the intended end users of the results. Extension may then be blamed for not successfully promoting an inappropriate recommendation.

If it is found that local problems were not correctly identified, questions which would need to be answered before proceeding include:

- is the research team working on the wrong priorities?
- are villagers sufficiently involved in the identification of problems?
- are they willing to cooperate?
- do they have a misunderstanding of the reasons why they are asked about their problems e.g. they see extension workers as government representatives investigating their private affairs or finances. Or they see extension as providing them with gifts if they give the right answers - suggest that they have particular needs which may not be real. (such perceptions would lead them to distort the information they give).
- do adequate channels for accessing villagers' problems exist?
- in the day to day advisory activities do extension workers identify the problems correctly?





Problem: (low adoption)

A1.1.3.1 insufficient effort in identifying local people's felt needs

Suggestions

- hold open village meeting to discuss problems?
- facilitate local brainstorming groups on problems?
- increase efforts to involve villagers in defining problems?
- use mass communications to increase awareness of villagers role in identifying problems?
- explain to villagers the reasons for wanting to know their problems?

- other suggestions





Problem: (low adoption)

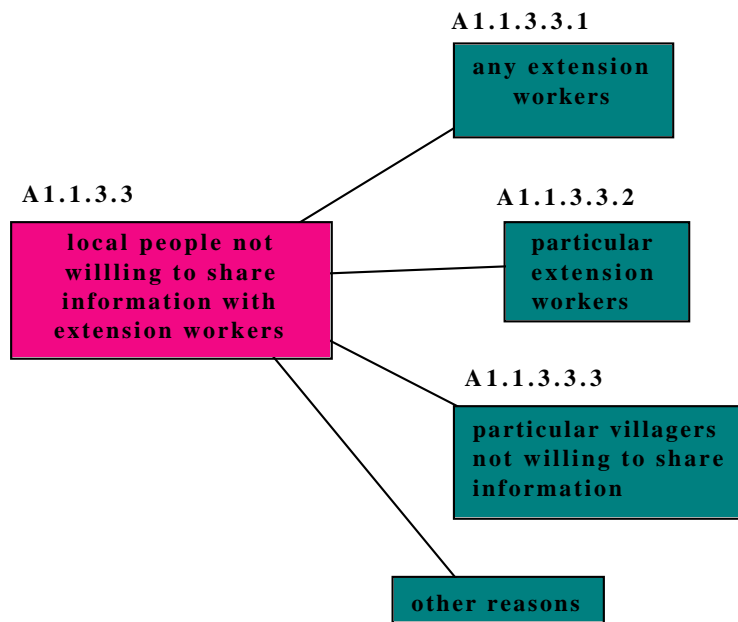
A1.1.3.2 research inappropriate

Suggestions

- contact Research officers/Subject matter specialists and arrange for field visit to discuss field problems?
- investigate research priorities and ways to match them with local requirements?
- help establish local groups to 'demand' appropriate research services?

- other suggestions







Problem: (low adoption)

A1.1.3.3.1 local people not willing to share information with any extension workers

Suggestions

- hold group meeting to discuss problems?
- contact village leaders/key contact persons to analyse reasons?
- ensure the reasons of asking for information are clear to villagers?
- find examples from nearby areas, of successful extension packages developed after good problem identification?

Often the root cause of low adoption rates is the inappropriateness of advice, due to lack of attention to identifying the felt needs of rural people in the first place. Research or extension will frequently design programmes to promote a particular message without discussion with rural people or ensuring that it represents a priority need. Unless action is taken to closely link research and rural people, the research results may well be of little relevance to them and hence adoption rates will remain low. For local people to express their needs more forcefully, it is often useful to help organise groups at the local level.

Local people may not be providing the information needed because of the limited contact with extension workers. To build

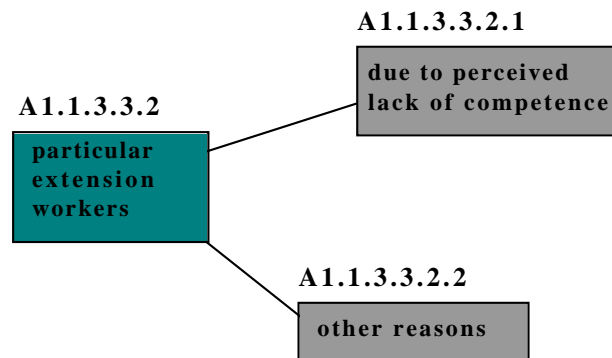
up trust and confidence takes time and frequent contact between an extension worker and the local people. Extension officers may also be seen as representing the government and if their role includes enforcement of regulations this can make relations with villagers difficult.

See also

B1 extension worker spends too much time in the office

- other suggestions





If extension workers do not have the necessary skills or knowledge to carry out their work, they are unlikely to gain either the trust or confidence of the local people. In this case they may need further education and training or perhaps are not appropriate to that particular job or area.

It may however, also be the case that the extension worker is perfectly competent technically but is not good in communications skills and hence is **perceived** as incompetent by local people. Other reasons for local people not wishing to discuss problems with a particular extension worker may be due to their age, sex, ethnic group, education and background, religion or other social factors.





Problem: (low adoption)

A1.1.3.3.2.1 villagers not willing to discuss problems with particular extension worker due to perceived lack of competence

Suggestions

- if due to lack of skills - may need to provide skills training
- if lack of knowledge, may need further education, or consider whether appropriate for the particular post. Is the job itself clear?
- if lack of experience, the problem may be temporary - does the situation improve with time?
- is the extension worker actually competent but not good in communication skills? Consider communications training

See also

A1.1.2.6.1.1 extension worker poor communication skills

and B6 extension worker lack of skills/knowledge

- other suggestions





Problem: (low adoption)

A1.1.3.3.2 villagers not willing to discuss problems with particular extension worker due to other reasons (not due to competency)

Suggestions

Other reasons for villagers not wishing to share information with a particular extension worker may be due to the social characteristics of the particular extension worker and the local people with whom he/she is expected to work.

Villagers may also misunderstand why they are being asked about their problems especially in extension services where they have an enforcement and policing role. In such cases villagers may be reluctant to provide information to extension officers and it may be useful to review whether such a role is compatible with other duties of the extension officers.

See also **C2.1 unclear extension objectives**

- if the problems are due to age, sex, ethnic group etc. of the extension worker, consider changing area of duties?
- if due to higher education level, social class etc., consider whether the extension worker may need training and practice in participative communications skills?

See also

A1.1.2.6.1.1 extension worker poor communication skills

and **B1.9.2 extension worker disliked by villagers**

- other suggestions





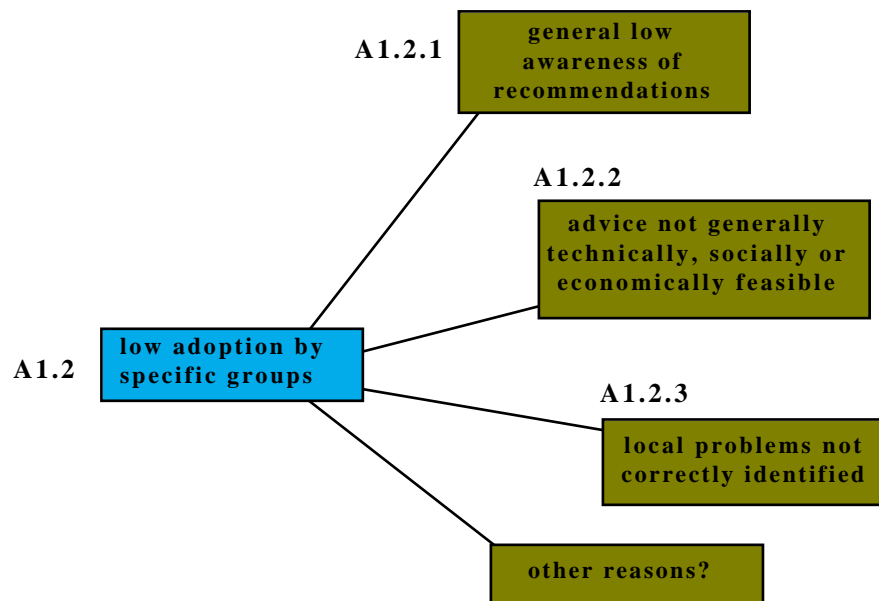
Problem: (low adoption)

A1.1.3.3 particular villager(s) not willing to share information

Suggestions

- review contact with these villagers?
 - ask villagers directly for reason?
 - ask other villagers, or village leaders?
 - hold open meeting to discuss rural people's problems?
- other suggestions





Initial investigations into the reasons for low adoption levels may show that adoption levels differ for different groups. In this case, Further analysis will need to concentrate on those groups where adoption is lowest and refer to the issues covered under

A1.1 general low adoption of recommendations

for that particular group or groups.





Problem: (low adoption)

A1.2.1 general low awareness by specific group(s)

Suggestions

review points and suggestions under

A1.1.1 general low awareness of recommendations

(among all rural people). Relate these to the specific group of concern. e.g.

- does extension worker spend too little time with that group?
- is extension workers time monopolised by other groups?
- is there a problem with key contact persons of the group not passing on advice?

- other suggestions





Problem: (low adoption)

A1.2.2 advice not technically, socially or economically feasible for the group(s)

Suggestions

- identify what is different in this particular group and why innovations may not be socially, economically or technically feasible for their case?

see also

A1.1.2 advice not generally technically, socially, or economically feasible (all groups)

- other suggestions





Problem: (low adoption)

A1.2.3 particular group's problems not correctly identified

Suggestions

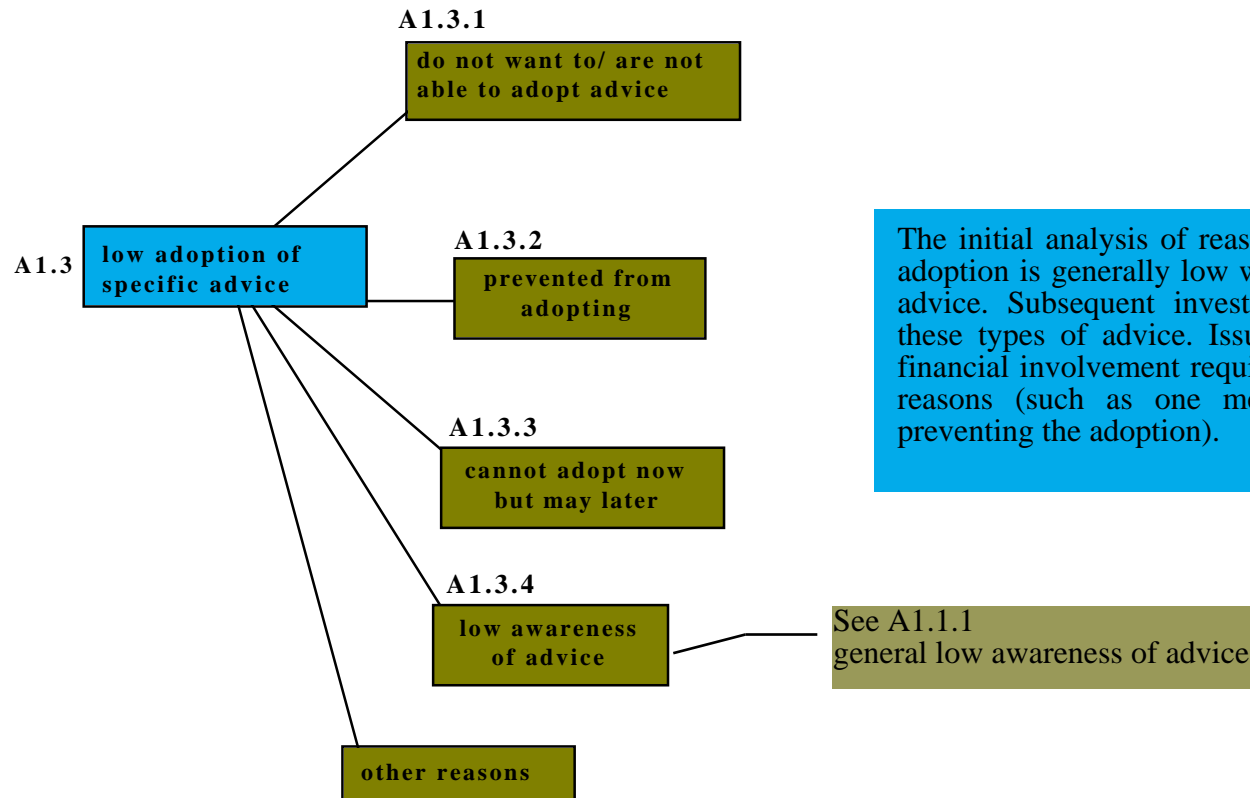
- look into whether there are particular problems with this group which are different to other groups?

Review points under

A1.1.3 local problems not correctly identified (general)

- other suggestions





The initial analysis of reasons for low adoption may show that adoption is generally low with some specific types of extension advice. Subsequent investigations could then concentrate on these types of advice. Issues to consider include the level of financial involvement required by the villager, as well as social reasons (such as one member of the family opposing or preventing the adoption).





Problem: (low adoption)

A1.3.1 do not want/ are not able to adopt advice

Suggestions

Reasons for not wishing to or not being able to adopt specific advice may be due to technical, economic or social issues. It may also be that villagers are unwilling to use their own resources - perhaps the risk is perceived as high or perhaps villagers are used to receiving free inputs?

- consider subsidies for inputs/loan of inputs?
- increase use of result demonstrations?
- show results on neighbouring farms/ neighbouring villages?
- ask local people directly if there is a particular reason for non-adoption? Perhaps a village meeting would be helpful?

See also

A1.1.2 advice not generally technically, socially or economically feasible

A1.2.2 advice not technically, socially or economically feasible for a specific group

- other suggestions





Problem: (low adoption)

A1.3.2 prevented from adopting advice

Suggestions

Villagers may be prevented from adopting extension advice through reasons other than their own decisions. Family or local officials may disagree with the advice or find it unacceptable for some reason. Further investigation needs to first find out who is preventing the uptake of advice and their reasons for this.

- if the innovation is socially unacceptable, can it be modified?
- if prevention is due to rivalry, can alternative ways be found to provide inputs and promote cooperation?
- perhaps the advice conflicts with advice from other departments? Could the issues be discussed in a common meeting?

- other suggestions





Problem: (low adoption)

A1.3.3 cannot adopt now but may later

Suggestions

Non-adoption of advice may be a matter of time. This is not necessarily a problem. Perhaps the advice is inappropriate at the particular time in which case, could the advice be promoted at time more acceptable to rural people?

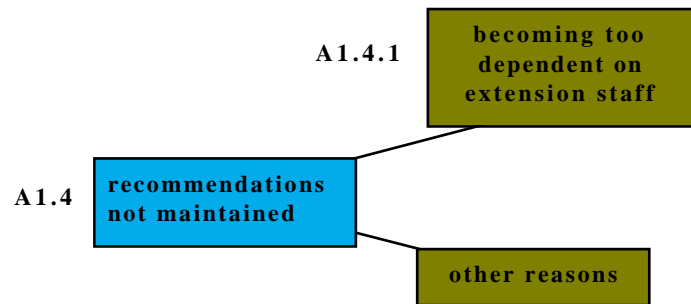
Perhaps more time is needed for discussion or to make arrangements for funding or labour. It may be that a changed practice requires changes in seasonal labour which are not available or affordable.

If delay is due to lack of funds - consider also credit aspects
see also

A1.1.2 advice not technically, socially or economically feasible

- other suggestions





There may be cases in which adoption levels are high while extension support is kept high, and decrease as soon as extension support ends or shifts to other issues/areas. Areas to investigate in this case are:

- what changes when the extension support stops which lowers interest in maintaining the recommendations?
- why do villagers adopt the message in the first place?
- what do they see as the role of the extension staff while they adopt a technology?

Suggestions for maintaining recommendations could include:

- check recommendations are actually appropriate and wanted by the local people?
- conduct further skill demonstrations to ensure villagers know how to carry out recommendations?
- conduct results demonstrations & ensure understanding of need to maintain recommendations?





Problem: (low adoption)

A1.4.1 becoming too dependent on extension staff

Suggestions

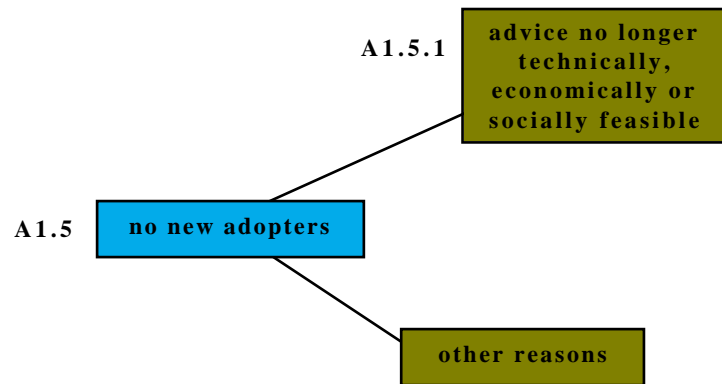
There may be cases where no progress is made unless specifically directed by the extension staff. Advice and inputs may only be used/acted on when the extension worker is present. Provided the advice is actually technically, economically and socially feasible for the villagers, this may imply overdependence on the extension worker.

- consider increasing participation in demonstrations?
- consider reducing visits/length of visits?
- consider increasing group activities and allocate responsibilities?

See also [A6 difficulty in working in groups](#)

- other suggestions





After some time, there may be a decrease or even complete halt in the number of new adopters of advice/technology being promoted.

There may be no new adopters because the advice was only economically, socially or technical feasible for a particular group. Perhaps the risk is too high for other groups. Perhaps the soil, water or other conditions were inappropriate. It may also be that the advice is no longer appropriate or that the remaining non-adopters have had a bad experience with a similar innovation. In all cases, the first action would be to review the appropriateness of the innovation for the groups concerned.

Some of the questions to consider in this case include:

- why has the adoption dropped?
- have all the intended rural people already adopted the advice (if so, there are obviously no new adopters)?
- Is the advice really feasible for those who have not yet adopted?
- has something changed in the local situation which has made the advice no longer feasible?





Problem: (low adoption)

A1.5.1 advice no longer technically, socially or economically feasible

Suggestions

- consider whether something can be changed to update the advice?
- consider whether advice is still necessary or can be dropped?

- other suggestions

