



STRATEGIC EXTENSION CAMPAIGN



A participatory-oriented method
of agricultural extension



A case-study of FAO's experiences



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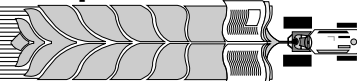
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P R E F A C E

One of the means of increasing the effectiveness and efficiency of agricultural extension programmes is through the application of improved and innovative extension methods. FAO's field experiences in the last decade have pointed to the need for extension programmes to be more strategically planned, needs-based, participatory, and problem-solving oriented. Extension planning, field implementation and management processes need to be more systematic, interactive, and holistic. Due to the limited resources available to national agricultural extension services in many developing countries, cost-effectiveness and cost-efficiency are two very important factors to be considered in planning and implementing agricultural extension programmes. Hence, the importance of extension methodologies which rely on strategic planning applications and participatory approaches which can minimize inputs or resources and maximize outputs or results.

This publication on *Strategic Extension Campaign : A Participatory-Oriented Method of Agricultural Extension* describes and summarizes FAO's experiences in developing and applying an extension method which addresses the issues mentioned above. It also discusses both the conceptual elements as well as practical aspects that are relevant for applying the Strategic Extension Campaign (SEC) methodology. The publication includes real examples from various FAO field projects which have utilized SEC principles and techniques in support of their agricultural extension activities. While the method described in this publication focuses on an extension campaign, its concepts and principles can easily be applied to the process of overall extension programme planning, implementation and management. Thus, the thrust of this book is on the process, methodology, and application aspects of SEC.

This publication may be useful to agricultural extension, education and training personnel, especially those who are involved in extension strategy development and programme planning. The SEC processes, principles, and techniques described in this book may also be included in extension training courses or programmes. The lessons learned from actual field experiences of SEC implementations can also be useful for adapting and replicating the SEC process and methods for various agricultural extension programmes in different countries.

This publication was prepared by Dr. Ronny Adhikarya who is the Extension Education and Training Methodology Specialist at the Agricultural Education and Extension Service (ESHE), FAO in Rome, Italy. His useful contributions in writing this publication, and also his technical leadership and initiatives in developing, applying and testing the SEC method, as well as training SEC resource persons, in many countries are hereby acknowledged and greatly appreciated.

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