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