

STRATEGY FOR MULTIMEDIA PRODUCTION FOR AGRICULTURAL EXTENSION ACTIVITIES

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ABSTRACT : The traditional extension worker who is exposed to traditional type of education may not be able to meet the new challenges in the arising contexts of technology transfer to the farmers. Therefore, it is imperative to think about higher order of concepts having the capability to deliver the technologies to the farmers. Specialization in Agricultural subjects in learning approach of the multimedia can be more facilitative for extension activities in order to supplement and complement the technology transfer to the users. In this paper a brief discussion is done required for the planning of strategy for multimedia production in agricultural extension.

Key Words : Multimedia, agricultural extension.