



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Selecting Extension Approaches in Simple Settings

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 252896 · NQF Level 6 · 20 Credits · 17 Days

COURSE OVERVIEW

This course equips learners with the skills to select and apply appropriate extension approaches in simple settings. Participants will learn to match extension methods to community needs, communicate effectively, and evaluate the impact of their interventions.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	252896
Accreditation	SAQA Accredited · NQF Level 6 · 20 Credits
Duration	17 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify and differentiate between common extension approaches suitable for simple settings.
- Apply appropriate extension methods to address specific community needs and contexts.
- Demonstrate effective communication and facilitation skills during extension activities.
- Evaluate the effectiveness of selected extension approaches through feedback and observation.
- Adapt extension strategies based on situational factors and stakeholder input.
- Design a simple extension plan that incorporates appropriate approaches and evaluation criteria.

WHO SHOULD ATTEND

- Extension officers, agricultural advisors, and community development workers operating in simple, low-resource settings who need to apply practical extension approaches.

COURSE OUTLINE

Day 1: Introduction to Extension Approaches

- What is agricultural extension?
- History of extension in South Africa
- Simple settings: characteristics and examples
- Overview of extension approaches: linear, participatory, and pluralistic
- Key stakeholders in extension
- Ethics and professionalism in extension

Day 2: Understanding Simple Settings

- Socio-economic profile of smallholder farmers
- Farming systems and livelihood strategies
- Rural communication networks
- Indigenous knowledge systems
- Policy environment and extension
- Gender dynamics in simple settings

Day 3: Principles of Extension Approach Selection

- Criteria for approach selection
- Objective-approach alignment
- Resource assessment: human, financial, material
- Staff competencies and training needs
- Participatory decision-making
- Case studies on selection criteria

Day 4: Linear Transfer-of-Technology Approach

- The TOT model: theory and practice
- Strengths: simplicity, clear roles
- Weaknesses: low adoption, top-down
- Research-extension-farmer linkages
- Case studies: green revolution, hybrid seeds
- When to use TOT in simple settings

Day 5: Participatory Approaches

- Principles of participation
- Ladder of participation
- PRA tools: mapping, ranking, calendars
- Farmer field schools
- Participatory technology development
- Benefits and challenges in simple settings

Day 6: Advisory and Consultative Approaches

- Advisory services: models and examples
- Consultative approaches: expert panels, helplines
- When to give advice vs. facilitate
- Private sector extension: agribusiness, NGOs
- Cost-effectiveness of advisory approaches

- Case studies from South Africa

Day 7: Group Extension and Community-Based Approaches

- Types of groups: commodity, savings, self-help
- Group dynamics and leadership
- Community-based extension: CBNRM, watershed
- Farmer-to-farmer extension
- Peer learning and social capital
- Challenges: free-riding, conflict

Day 8: Communication and Information Technologies

- ICT in extension: overview
- Mobile-based extension: apps, SMS, voice
- Radio and community broadcasting
- Video and multimedia learning
- Digital literacy and access issues
- Designing effective messages

Day 9: Monitoring and Evaluation of Extension Approaches

- M&E; frameworks: logical framework, theory of change
- Indicator development: process, output, outcome
- Data collection methods: surveys, interviews
- Participatory M&E;
- Using M&E; to improve approaches
- Reporting and feedback loops

Day 10: Gender and Social Inclusion in Extension

- Gender analysis frameworks
- Women in agriculture: constraints and opportunities
- Youth engagement in extension
- Inclusive communication strategies
- Gender-sensitive indicators
- Case studies on inclusive approaches

Day 11: Institutional Arrangements and Partnerships

- Public extension systems
- Private sector and value chain approaches
- NGO and civil society roles
- Partnership models: contracts, consortia
- Funding sources: government, donors, fees
- Coordination challenges and solutions

Day 12: Policy and Legislative Frameworks

- South African agricultural policy landscape
- Extension policy and strategy
- Land reform and extension services
- Food security policies
- Regulatory compliance: pesticides, GMOs
- Policy advocacy and lobbying

Day 13: Capacity Building and Training of Extension Staff

- Training needs assessment
- Curriculum design for extensionists
- Adult learning theory
- Facilitation skills
- Mentoring and coaching
- Monitoring training impact

Day 14: Case Studies in Approach Selection

- Case study 1: Smallholder maize in Limpopo
- Case study 2: Livestock extension in Eastern Cape
- Case study 3: Horticulture in KwaZulu-Natal
- Case study 4: Conservation agriculture in Free State
- Group analysis and presentation
- Key lessons learned

Day 15: Designing an Extension Approach for a Simple Setting

- Situational analysis tools
- Stakeholder mapping
- Approach selection matrix
- Implementation planning: activities, timeline, budget
- Risk assessment
- Presentation and peer review

Day 16: Integration and Sustainability

- Blended approaches: combining methods
- Sustainability dimensions: social, economic, environmental
- Exit strategies and handover
- Building local institutions
- Long-term impact assessment
- Adaptive management

Day 17: Course Review and Assessment

- Review of all days' content
- Group discussion on application
- Summative assessment: written exam and case study
- Self-reflection and feedback
- Course evaluation
- Certification and next steps

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **20 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 59,200.00	R 59,200.00
1	In-House	R 76,900.00	R 76,900.00
1	On-Campus (Pretoria)	R 88,800.00	R 88,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	01 Sep 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	02 Sep 2026	On-Campus	Durban, South Africa
11 Aug 2026	02 Sep 2026	On-Campus	Mauritius
12 Aug 2026	03 Sep 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	04 Sep 2026	On-Campus	Dubai, UAE
14 Aug 2026	07 Sep 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	08 Sep 2026	On-Campus	Durban, South Africa
18 Aug 2026	09 Sep 2026	On-Campus	Shenzhen, China

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 252896) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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