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An Adaptable e-Service Communication Model for Rural Agricultural Extension (e-AgriSERVICOMM)

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Agricultural extension finds itself at a time of crisis. Many of today's agricultural extension services are suffering under bureaucratic centralised management structures. Squeezed by decentralization policies, diminishing public funds and the privatization of public services, they are urgently in need of change. The design is to come up with communication model using mobile technology to reinvent agricultural extension to improve the kind of information that is being disseminated to farmers.

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