

Use of demonstration as a means of communication in Dairy

Demonstration is a communication means showing how the practice is done

Means of communication and channels used

| Means of communication | Channels used |
|------------------------|--|
| Verbal or oral | Speeches, Dialogues, songs, poems etc |
| Gestures | Body Movements |
| Audio Visual | Televisions, Videos Cinemas |
| Written | Newspapers, brochures, letters, reports, posters, Braille. |
| Mass media | print and electronic, newspapers, E-mail, fax |
| Silence | Signs, |



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KALRO/NAVCDP / Dairy Brochure No.005/2024



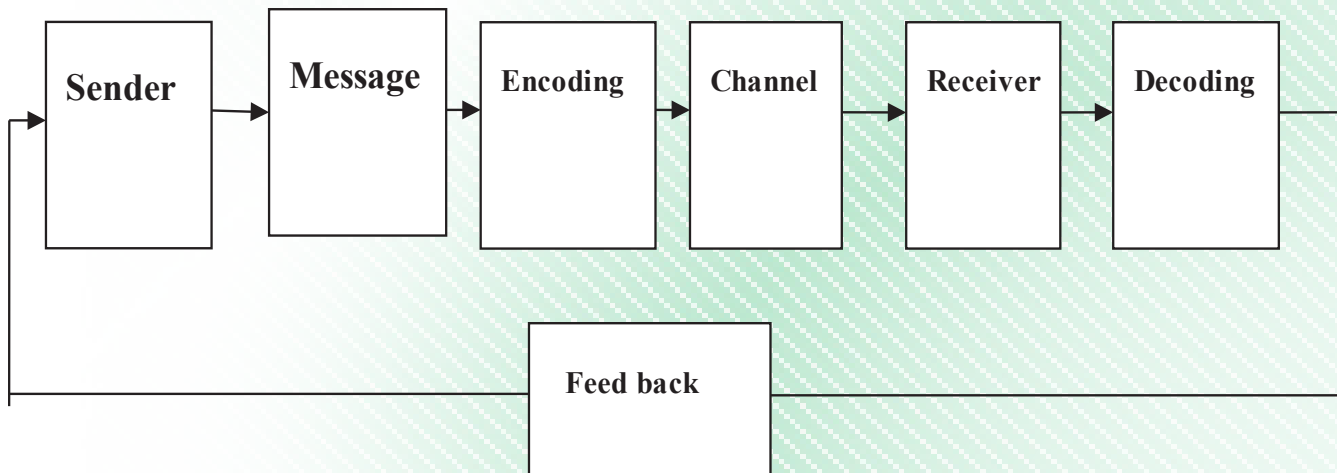
COMMUNICATION IN DAIRY VALUE CHAIN



Introduction

Communication is defined as the process of passing a message from a source to a receiver through a media and getting a feedback. Communication plays a significant role in the FFBS methodology, facilitating the exchange of ideas.

The communication process has specific elements and channels required for its effectiveness as shown in the following diagram:



Sender: The sender has the source of the information to be communicated.

Message: Is the information that needs to be communicated

Encoding: This involves putting the information in forms that can be understood by the receiver to cause change on the recipient

Channel: Is the means through which the communication is delivered

Receiver: This is the recipient of the communication process who was expected to be changed

Feed back: Feedback is used to measure the effectiveness of communication by verifying the impact the information had on the recipient.

Communication in FFBS Approach

FFBS uses group dynamics, lectures, and field days as the means of communication. These group dynamics could be songs, drama, or skits to illustrate an idea to be shared.

This is important as a visual means of communication.

Group Dynamics in FFBS

Group dynamic song

This group is illustrating through a song, how a community celebrates after a bumper harvest, showing the impact of effective communication.



A group song in FFBS

Lecture: Lecture is where facilitators give information to participants as a means of communication



Lecture in a hall