

- **Efficiency:**

By meeting people in-groups it is assumed that an extension worker can contact and influence, more clients than by contacting them individually.

This will improve cost effectiveness to the extent that it achieves more with the same_resources or the same with fewer resources.

- **Effectiveness for learning and action:**

Theories of group dynamics and of social psychology of small groups suggest that group setting (whether permanent or temporary) can speed up learning, attitude change and acceptance of new ideas.

The interaction between individual members reinforces the direct influence of the extension worker. Similarly problem identification diagnosis and screening of possible solution will benefit from exchange of several points of view in a group environment where consensus can be reached. When action should be taken collectively rather than on individual basis, group method is effective. E.g. community forestry, soil conservation, rodent control.

- **Equity:**

It is widely know that rural people's access to extension services varies considerably. By encouraging the formation of homogeneous groups of different categories of clients or by working with existing groups with different memberships, extension workers can serve a wider spectrum of clients more equitably.

- **Demand-orientation :**

Farmers groups can provide a structure for ensuring extension demand-driven (responding to the needs, problems and potentials of farmers as articulated by them within their groups) rather than supply- driven (delivering pre-packaged technology). E.g. local committees.

- **Empowerment:**

Giving power-economically, socially and politically, i.e. poverty and being disadvantage are the consequence of lack of economic, social and political power.

Through their organizations and groups disadvantaged categories of rural people can find a voice and economic power with which to confront the structures and processes that sustain their disadvantaged position.