

Network Extension

support > lead generation < communication

Personal and **Digital** connect with villages through 21st century opinion leaders

green PROFESSIONALS	blue PROFESSIONALS
Farmers who have visited agri exhibits	Electrician
Farmers who have travelled abroad	2/4 wheeler Mechanic
Farmers who have fencing for their farms	Mason
Farmers who also make a by-product of their produce	Painter
Progressive Farmers	Tailor
Farmers who have special automation in his farm	Carpenter
Agri graduate farmers	Plumber
Farmers who do future trading and invests in share market	Barber
Farmers who are building or renovating their house	Tractor Mechanic

OTHER PROFESSIONALS	OPINION LEADERS	INSTITUTIONS
Doctor	Post Master	Bank
Press Reporter	Shopkeepers	Co-operative Society
Vet	Sarpanch	Credit Society
Teachers	Head Master/ Principal	Computer Institute
Contractors	Women Council Members	Krushi Seva Kendra
	Anganwadi workers	Milk Dairy
		Schools
		Youth Organizations
		Public Health Centre
		Grampanchayat