

# 7 principles of Market-Led, User- Owned, ICT4Ag Enabled Information Service (MUIIS)

## Multi-Stakeholder Approach



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# Market-Led (Value Chain Approach)



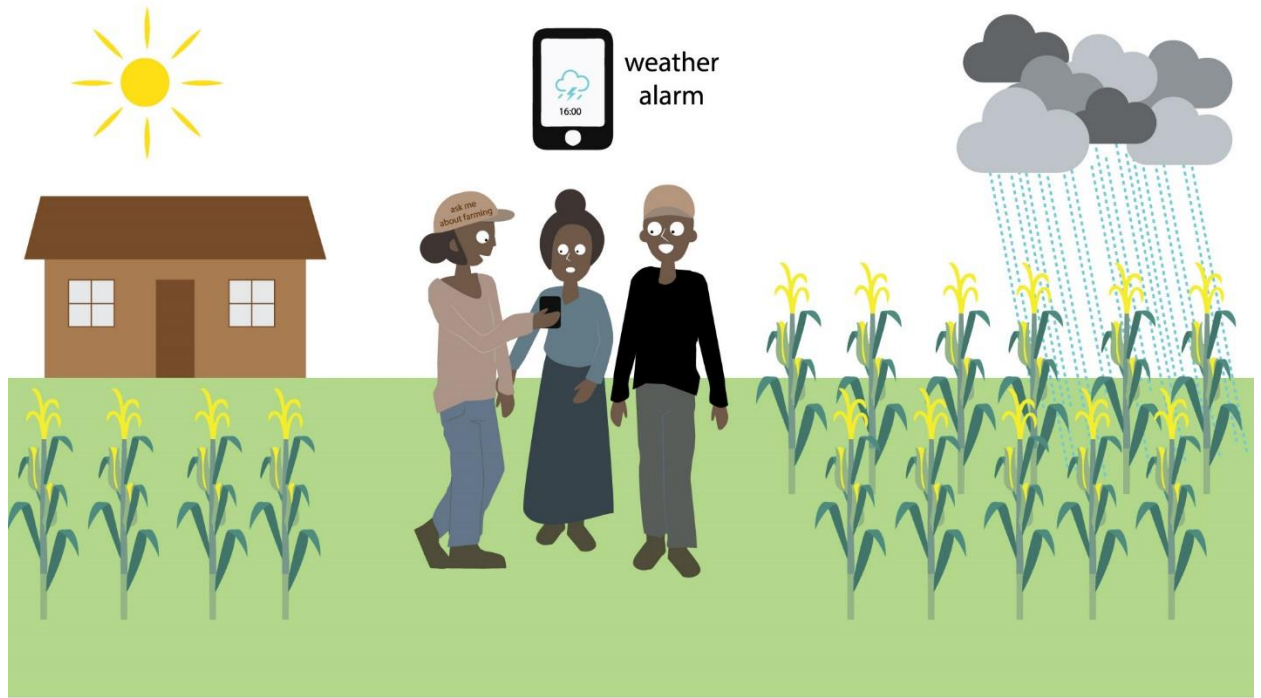
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# User-Owned (Demand-Driven)



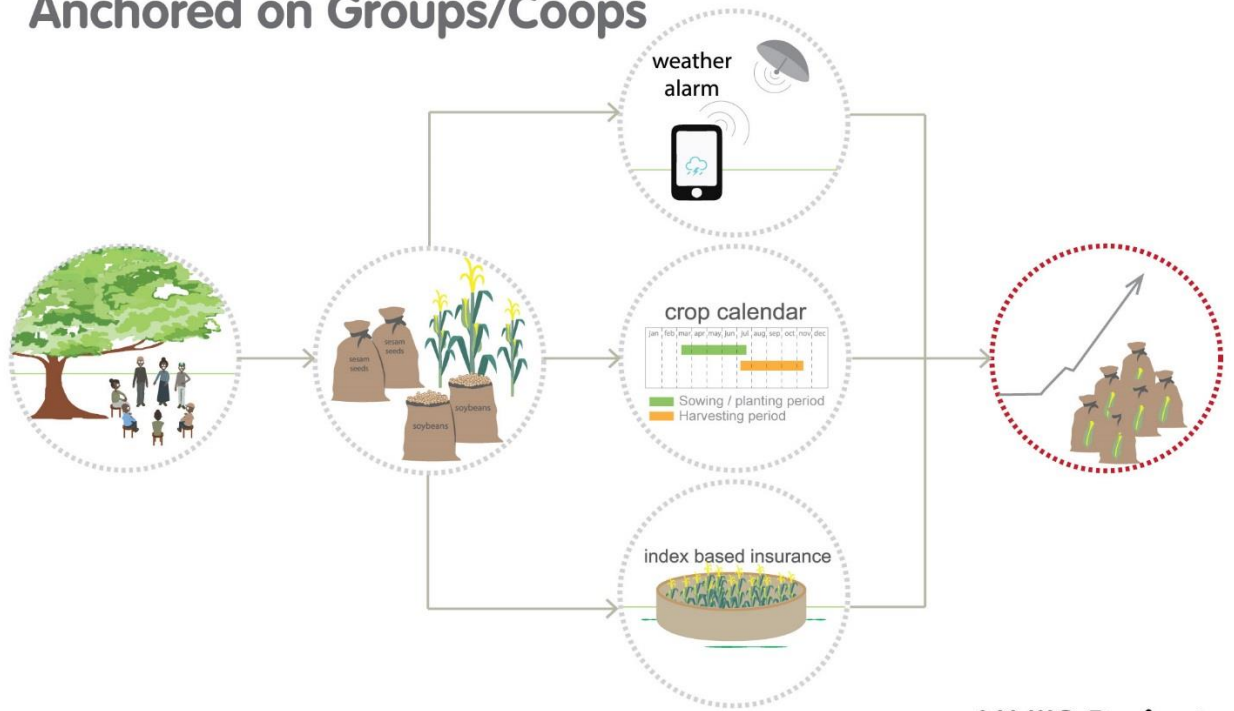
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## Farmer-to-Farmer Extension



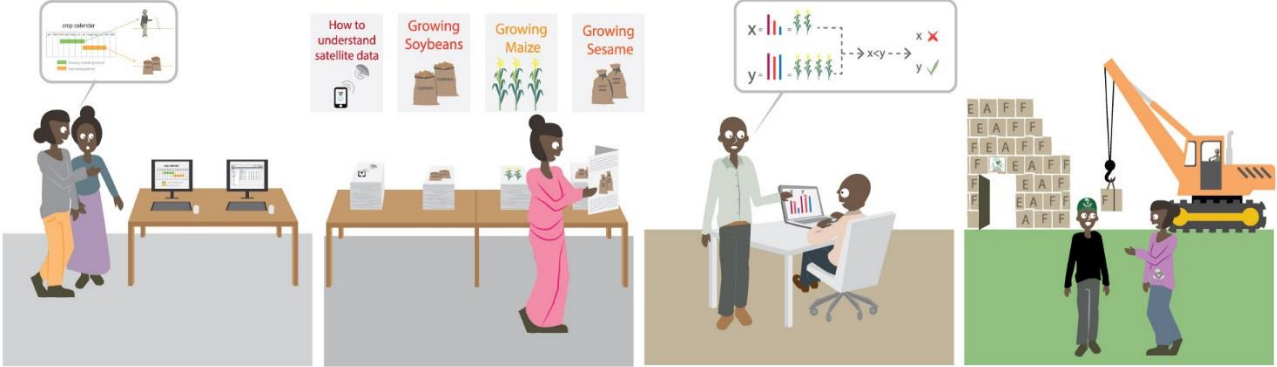
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# Anchored on Groups/Coops



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# Multi-tier Capacity Development



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Innovative Use of ICTs

