FROM THE EDITOR'S DESK

My dear readers of Journal of Extension Education,

I happened to listen to an interesting IFPRI (International Food Policy Research Institute) podcast recently – the podcast was about how IFPRI researchers found that farmers could not understand the Soil Health Cards (SHC) issued to them and how they went about in making this facility more 'accessible' to the farmers (The podcast is available for listeners at https://www.ifpri.org/podcast/research-talks/episode-9-its-all-design-soil-health-cards-india along with a transcript). This goes on to reveal that podcasts are now increasingly being used as one of the digital extension methods. We find that many agricultural news websites in India now have a podcast section.

A podcast, primarily an audio medium (some podcasts have a video component as well), is a programme made available in digital format for download over the Internet. Though podcasts were introduced in the 2000s, this format became more popular, with the onset of the COVID – 19 pandemic.

Now, the question that comes to mind is how do the extension professionals ascertain if the podcasts are worth-listening, by the farmers and other stakeholders. Cash et al. (2003) and Chivers et al (2023) have suggested a few attributes that would make for successful podcasts.

1. *Credibility* : referring to the validity, accurateness, and quality of podcasts.

2. *Relevance* : Farmers are highly heterogeneous. A podcast should not only be credible, but also should explain why it is important to the listener by being relevant to his/her interests and needs.

3. *Legitimacy* : Legitimacy refers to the inclusion of farmers/stakeholders in the production of the podcast as well as the presentation of balanced views, that would make the podcast legitimate enough.

4. *Accessibility* : Here accessibility is defined as whether farmers perceive this content as easy to access, whether they can physically access the content and whether the content is accessible in terms of their knowledge requirements and learning preferences.

The listeners to podcasts are likely to retain the information conveyed, if the aforementioned attributes are achieved. JEE readers can use 'Podcast search engines' to find and share podcast episodes, which they find interesting .

This issue of JEE has papers on topics such as usage of mobile phones by livestock-based women self-help groups & extent of women's participation in decision making. Do send your feedback on these papers to *editorextension@gmail.com*.

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