Using Market System Approaches to Support Public Agricultural Extension Services

A BEAM Exchange webinar
21 Jan 2015, 10am GMT
The webinar

• **Introduction** - Ashley Aarons, BEAM Exchange

• **Agricultural Extension Services: Key Roles and Trends** - Kristin Davis, Global Forum for Rural Advisory Services

• **Strengthening public extension service delivery to farmers in Bangladesh** - Mahmud Zaman and Azman Chowdhury, Swisscontact-Katalyst

• **Using M4P to support public agri extension services** - Matthias Herr, Helvetas

• **Questions and Answers** – participant questions
Agricultural Extension Services: Key Roles and Trends

BEAM Webinar:
Using market system approaches to support public agricultural extension services

21 January 2015
Dr. Kristin Davis
Global Forum for Rural Advisory Services
What Are Extension Services?

- Providing information, services to rural families
- Strengthening technical, managerial, organisational skills
- Technical/production + social/institutional support
- Connecting role between communities, research, markets, education
Examples of Extension Services

- Large public system focusing on production & getting technologies to farmers (Ethiopia)
- Farmer field schools empowering farmers & linking them to market (Peru)
- Private sector advice to horticulture farmers (India)
- Advice to farmers on regulations & taxes (European Union)
What’s Going on in Extension?

New interest...

1960s-1980s: Zenith
1980s-2000s: Decline
2000s-today: Re-awakening
A New Extensionist?

New Challenges
New Tasks
New Actors
New Opportunities (e.g. ICTs)
New Paradigms
From Transfer of Technology

Research  Extension  Farmer
To “Agricultural Innovation Systems”
Extension Trends Worldwide (1)

- > 1 million extension agents globally
- Widespread reforms taking place
  - Decentralization
  - Demand-driven models
  - Pluralistic models - new service providers
  - Privatization, cost-sharing, contracting
  - Participatory models
- Use of tools such as ICTs
- Focus on markets and value chains
- Approaches such as farmer field schools, farmer-to-farmer, agribusiness services
Extension Trends Worldwide (2)

- Youth/consumer support
- Adherence to regulations
- Territorial development
- Regulations & standards for European market
  Cooperatives & groups; use of ICTs
Thank you!

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Thank you!

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Presentation on

Improving Public Agricultural Extension Services in Bangladesh

Case on Local Agri-business Network (LAN)

Presented by: Mahmud Zaman & Azman Ahmed Chowdhury
Date: 21st January, 2015
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1. Introduction to Swisscontact-Katalyst
2. Background of agricultural service
3. Local Agri-business Network
4. Role of Swisscontact-Katalyst in Local Agri-business Network
5. Outcome / Achievement
Cross Sectors

- Women Economic Empowerment
- Local Agribusiness Networks
- Information Channels

Overarching Topic

Capitalisation

Wider Economy

Core Sectors

- Vegetable
- Farmed Fish
- Maize

Key Topics

- Inputs
- Farm Practice
- Marketing
Scenario of Agriculture in Bangladesh

Agriculture of Bangladesh

Crop-based farming

Fishing

Poultry & livestock rearing

Contributes to livelihood of over 25 million farm households

(BBS, 2010)

Contributes to 17.8% of GDP

(BBS, 2010)

60% are small farmers with 0.05-2.49 acres of land

(BBS, 2010)

Agriculture sector relies heavily on agricultural extension services to determine its productivity and yield

Katalyst
Funded by the UK Government, SDC, and Danida
Farmers receive Knowledge Information Services (KIS) from public sector and private sector.

Private Sector

Public Extension Service Provider

Non-governmental organization (NGO)
Outreach of information and services is limited due to different constraints.
2. Key constraints in existing system

**Supply side constraints**
- Limited human resources
- Inefficient use of resources
- Absence of proper feedback mechanism
- No clear policy guideline

**Demand side constraints**
- Lack of collective voice
- Lack of group approach
- Perceived fear of rejection
- Geographical distance

Lack of opportunities for regular interactions between farmer or farmer groups and extension service providers
What Swisscontact-Katalyst did

1. Orient the traders’ associations about their new role and opportunities

2. Develop capacity of the traders’ associations where needed to assume the new role

3. Map ‘untouched’ farmers and link them with the traders’ associations
   • Reorient the linkage of the traders’ associations with the public extension offices
Existing outreach

Additional outreach through complementary channel

Reorientation

Additional outreach

FARMER GROUPS

FARMERS

AGRICULTURE (EXTENSION) SERVICE PROVIDERS (AT SUB DISTRICT LEVEL)

SUB-DISTRICT TRADERS' ASSOCIATION

Katalyst
Funded by the UK Government, SDC, and Danida
Facilitation
- Coordination
- Sponsorship
- Logistical support

Regular planning and implementation in every season
- Increased awareness among the farmers and access to better quality inputs
- Increased outreach of public extension services, ensures a smoother feedback channel

Present their concerns & needs

Solve problems faced by the farmers
Driving force of model

Increased access to public extension services resulting in higher productivity
- Better access to public extension services via traders’ associations
- Afford better quality input products from the traders’ associations and increase their productivity

Increased outreach of public extension services
- Cover a larger number of farmers with the existing resources

Business expansion
- Increased consumer base through farmer groups
- Establish consumer loyalty → when farmer groups receive benefits from traders, they tend to go back to the input sellers for purchase
- Increased popularity and recognition → good relation with local government officials empower them and give them prestige.
- Improved quality output → Traders can buy better quality products from farmers and have better businesses
Vision of a functioning AS delivery system

Establish demand led complimentary public extension service channel via informal networks between traders and farmers

Local multi-stakeholder partnerships in the form of PPI

Farmers have easier access to Agricultural Information and Services

Increase farmers’ productivity and income
116 traders’ associations-farmer groups networks
Over 4,400 samities, 210,000 farmers -- JAN-2013

300+ Public Private Initiatives (PPIs) exist in 116 upazilas
Examples: Gurudaspur, Mung bean contract farming, Keshobpur, Bio-security management
Any queries?

Thank You
Using M4P to support public agri extension services

FRAMING SOME KEY CHALLENGES & QUESTIONS

Matthias Herr
Co-Team Leader regional unit Eastern Europe & South Caucasus, Senior Market Development Advisor

21 January 2015
Framing strategic choices

THE OPERATIONAL GUIDE FOR THE MAKING MARKETS WORK FOR THE POOR (M4P) APPROACH

The Springfield Centre (2014): The operational guide for Making Markets Work for the Poor (M4P) approach, second edition, funded by SDC & DFID

Objective: focus on systemic change

Challenges:
- Small & rural producers don’t exist in isolation
- They are part of a wider (extension) system – which is currently not working to their advantage
- Poor access to extension services determines farm level performance and ultimately impacts household incomes

→ How do we improve access to agricultural extension services in a sustainable manner which also benefits many disadvantaged groups (scale)?
Diagnosis I: extension systems

Challenges:
- Complexity of the extension 'system'
  - Different delivery models
  - Different funding models
- Choice for public extension model needs to be determined by considerations of scale, sustainability and feasibility

→ Looking beyond the obvious: ineffectiveness relates to lack of resources, but what are the functions/rules in the wider system that determine how resources are utilised?

Poor performance
- Responsiveness
- Outreach
  → Resource utilisation

Functions
- coordination
- planning
- perceptions
- advocacy
- feedback
- funding
- directives etc.

M4P Frame
- Farmers
- Extension

Rules
Diagnosis II: symptoms - causes

Challenges:
• „Resource deficiency or resource inefficiency“: what are the real underlying causes of poor performance?
• Interventions need to be designed context specific and take into account market realities
• Identifying a clear focus for intervention and collaboration with public extension services

→ Are we investing sufficient efforts and resources in trying to understand the underlying causes of poor performance of public extension services?
Vision: complementary roles

Challenges:
- Recognising different functions that need to be performed and identifying players that can perform these
- Building on incentives and capacities of players to take on new roles or perform them better
- Thinking through 'business models' behind changes, including financial viability

→ What is our vision for a functioning and sustainable public extension system?
Intervention

Challenges:

- Institutional inertia: changes in government are cumbersome and take time (esp when policy decisions are required)
- Understanding internal functioning and decision-making of government (reluctance to engage without official approval)
- Testing innovations 'under the radar' and then scaling them up with official approval (getting buy-in from central levels)

→ How do we move from initial pilots (testing innovations in selected districts) towards wider replication and institutionalisation?
Thank you!
Questions and Answers

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Resources

- Global Forum for Rural Advisory Services: [www.gfras.org](http://www.gfras.org)