

# > 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



Photo courtesy A. Sullivan

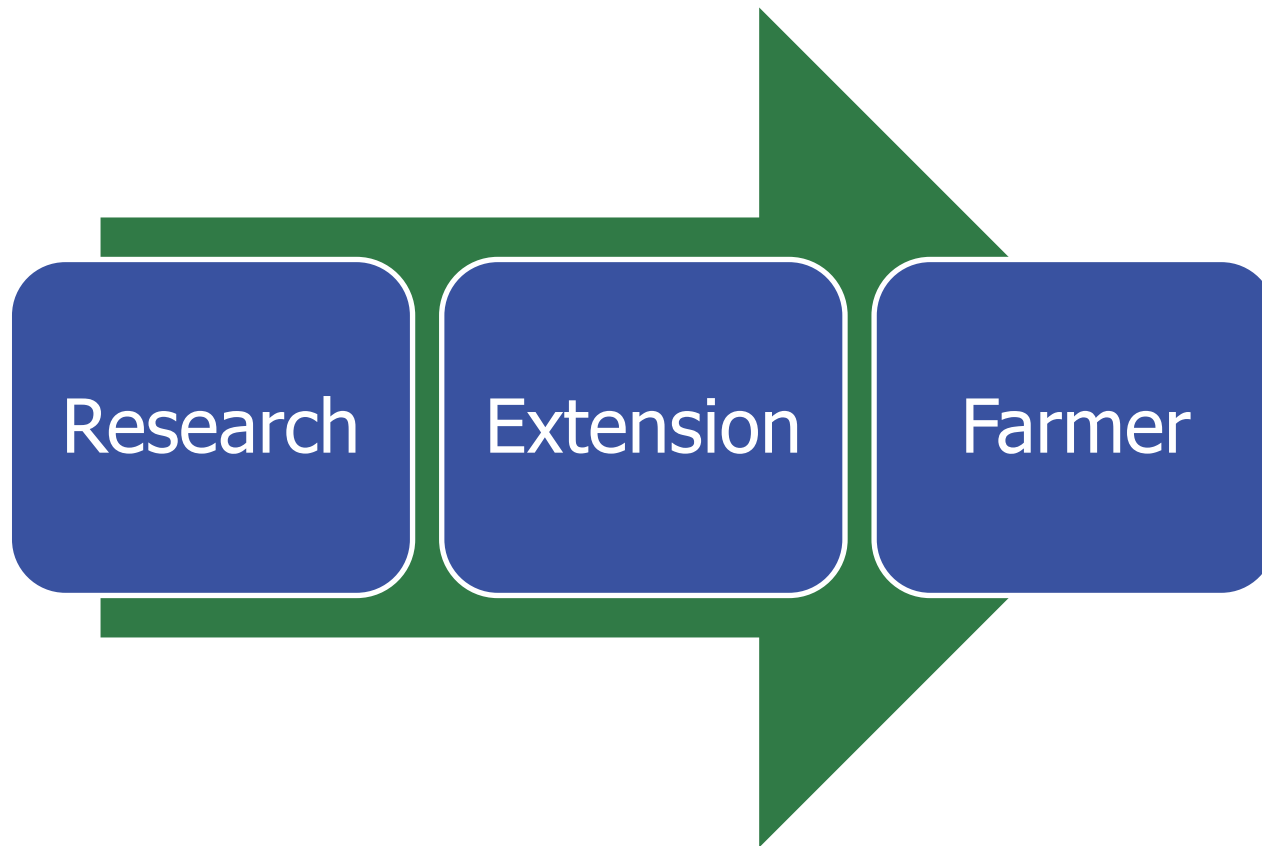
**gfrs** global forum for rural advisory services  
forum mondial pour le conseil rural  
foro global para los servicios de asesoria rural



**The "New Extensionist":  
Roles, Strategies, and Capacities  
to Strengthen Extension  
and Advisory Services**

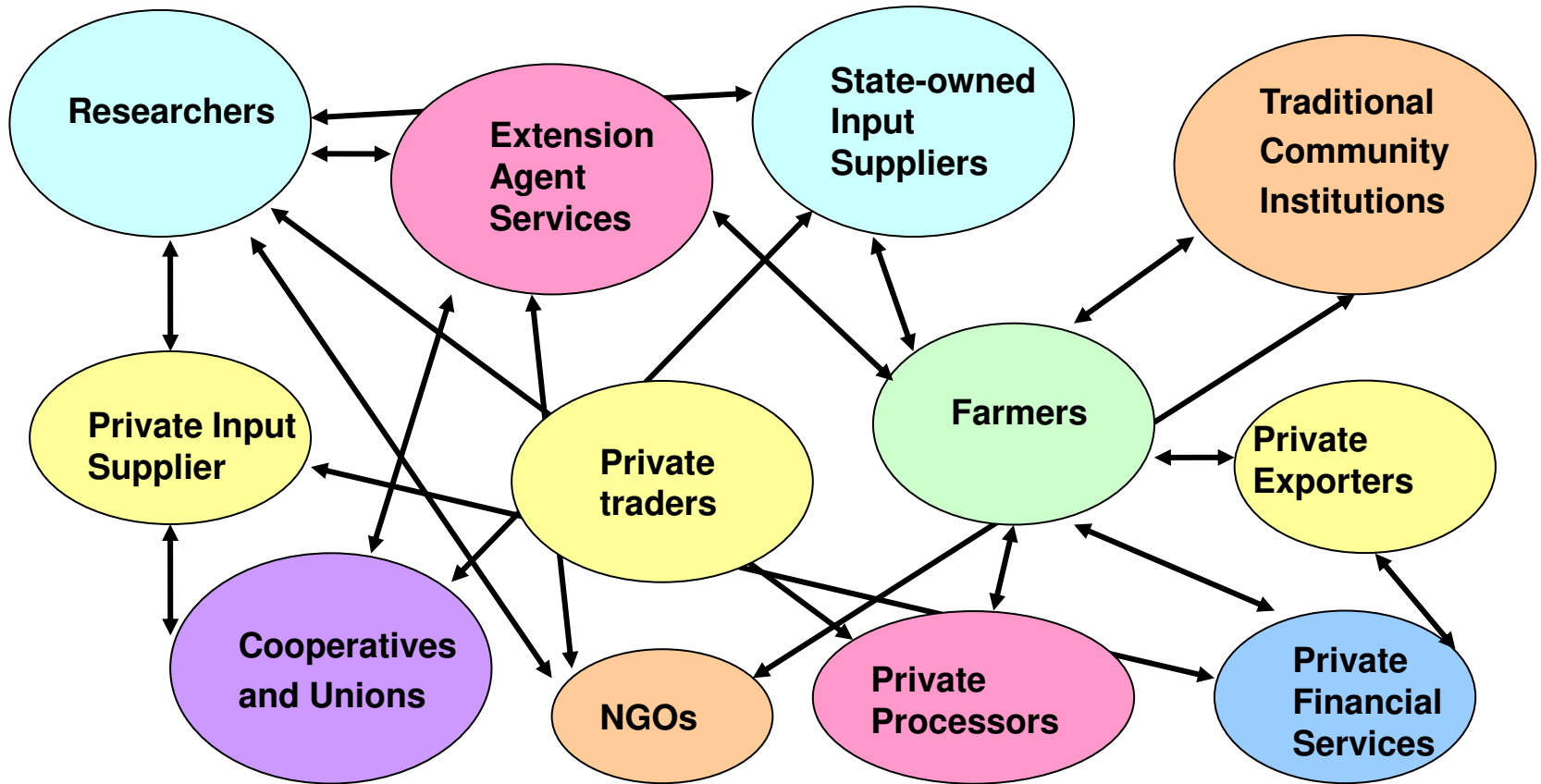
Global Forum for Rural Advisory Services  
November 2012

# From Transfer of Technology





# 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!

For More Information:  
[www.g-fras.org](http://www.g-fras.org)  
[info@g-fras.org](mailto:info@g-fras.org)



# Thank you!

For More Information:  
[www.g-fras.org](http://www.g-fras.org)  
[info@g-fras.org](mailto:info@g-fras.org)





# Presentation on Improving Public Agricultural Extension Services in Bangladesh

## Case on Local Agri-business Network (LAN)

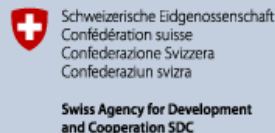
Presented by: Mahmud Zaman & Azman Ahmed Chowdhury

Date: 21<sup>st</sup> January, 2015

Implemented by



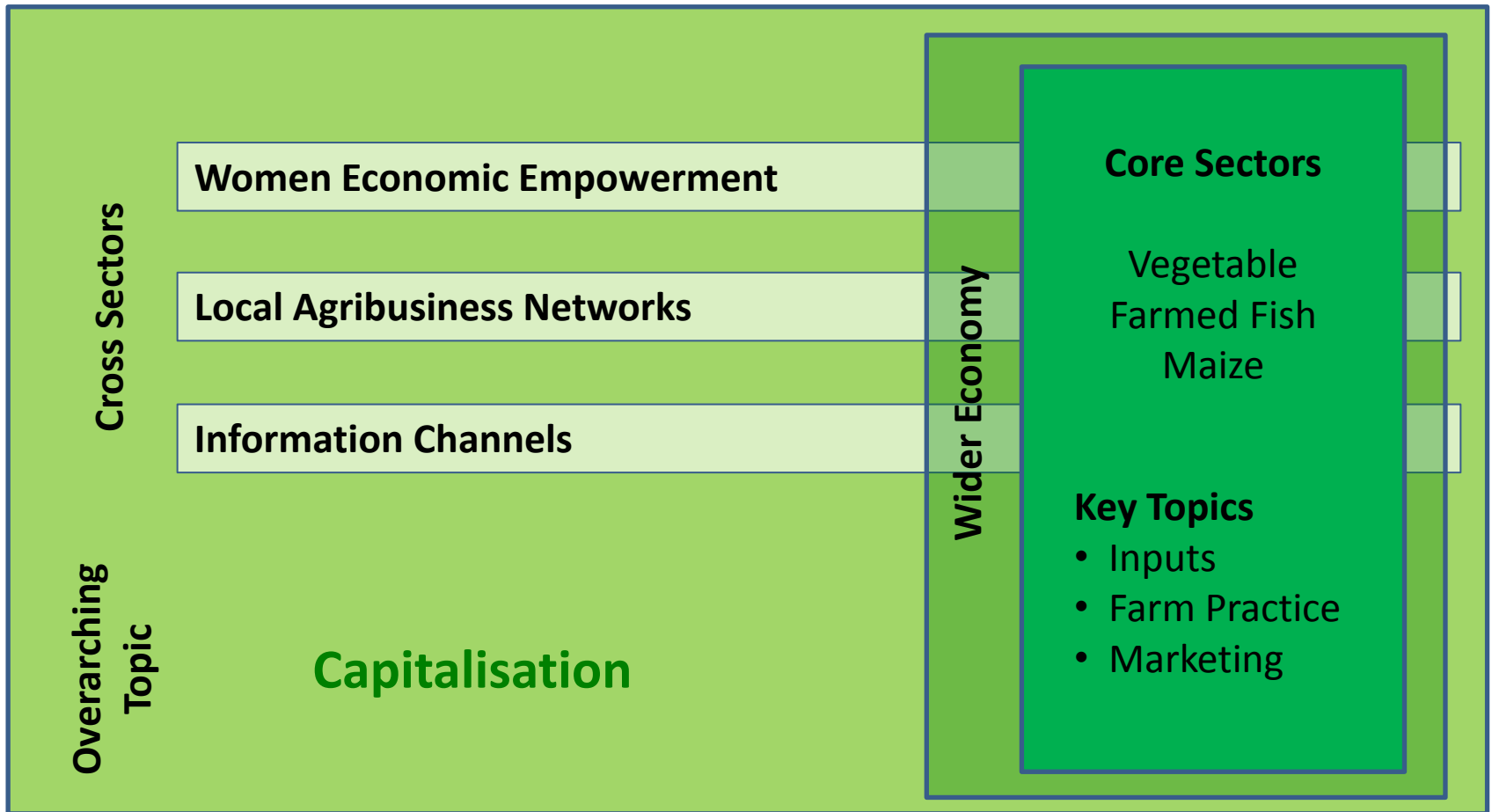
Funded by



## Table of Content

- 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







**Agriculture of  
Bangladesh**

**Crop-based farming**

**Fishing**

**Poultry & livestock  
rearing**

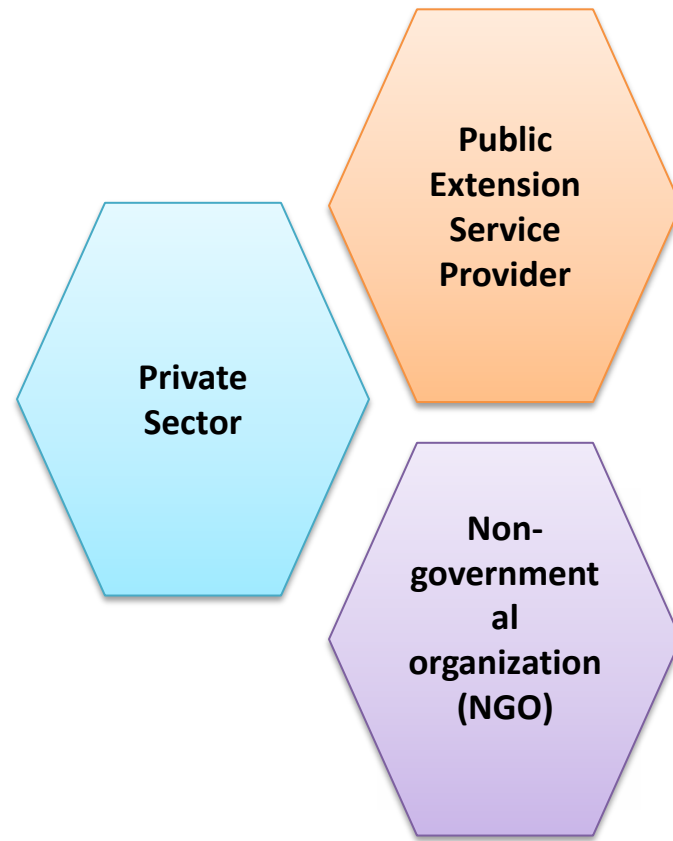
**Contributes to  
livelihood of over  
25 million farm  
households  
*(BBS, 2010)***

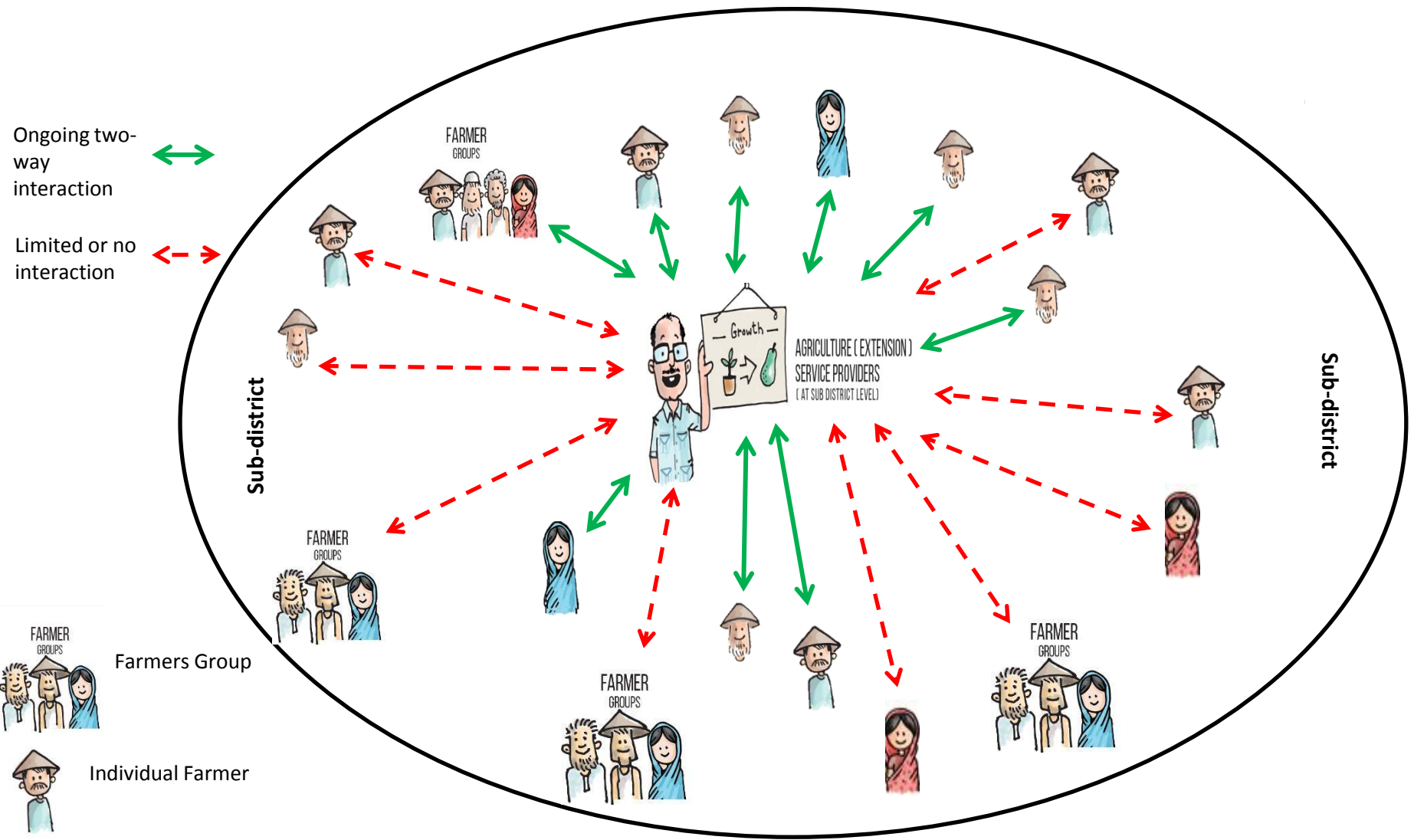
**Contributes to  
17.8% of GDP  
*(BBS, 2010)***

**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**

**Farmers receive Knowledge Information Services (KIS) from public sector and private sector**





**Outreach of information and services is limited due to different constraints**

Supply side constraints

Demand side constraints

Limited human resources



Lack of collective voice



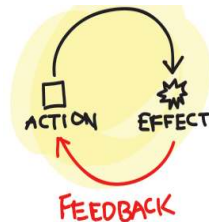
Inefficient use of resources



Lack of group approach



Absence of proper feedback mechanism



Perceived fear of rejection



No clear policy guideline

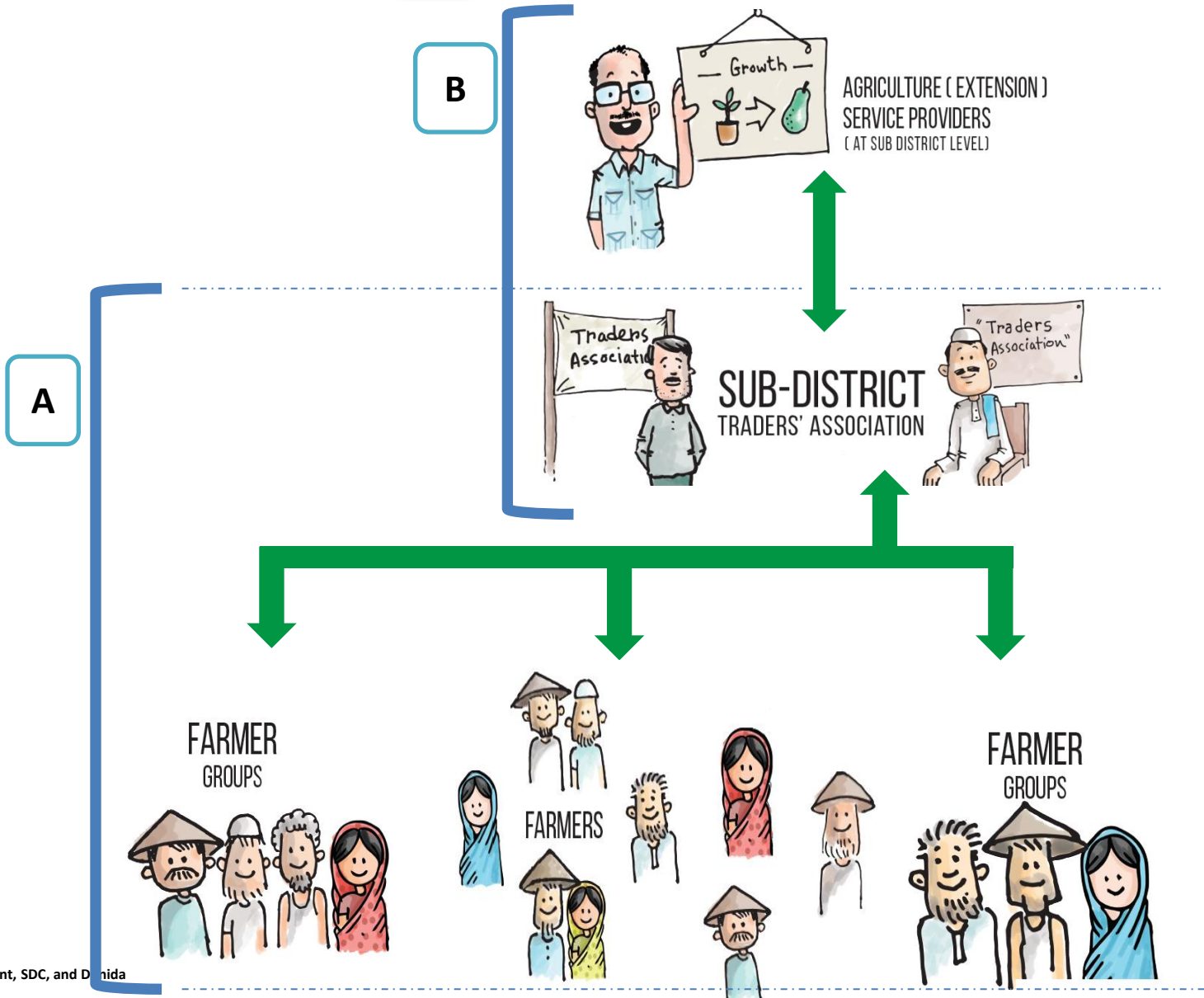


Geographical distance



Lack of opportunities for regular interactions between farmer or farmer groups and extension service providers

**3 Traders' association – Farmer group network**



I

- Orient the traders' associations about their new role and opportunities

II

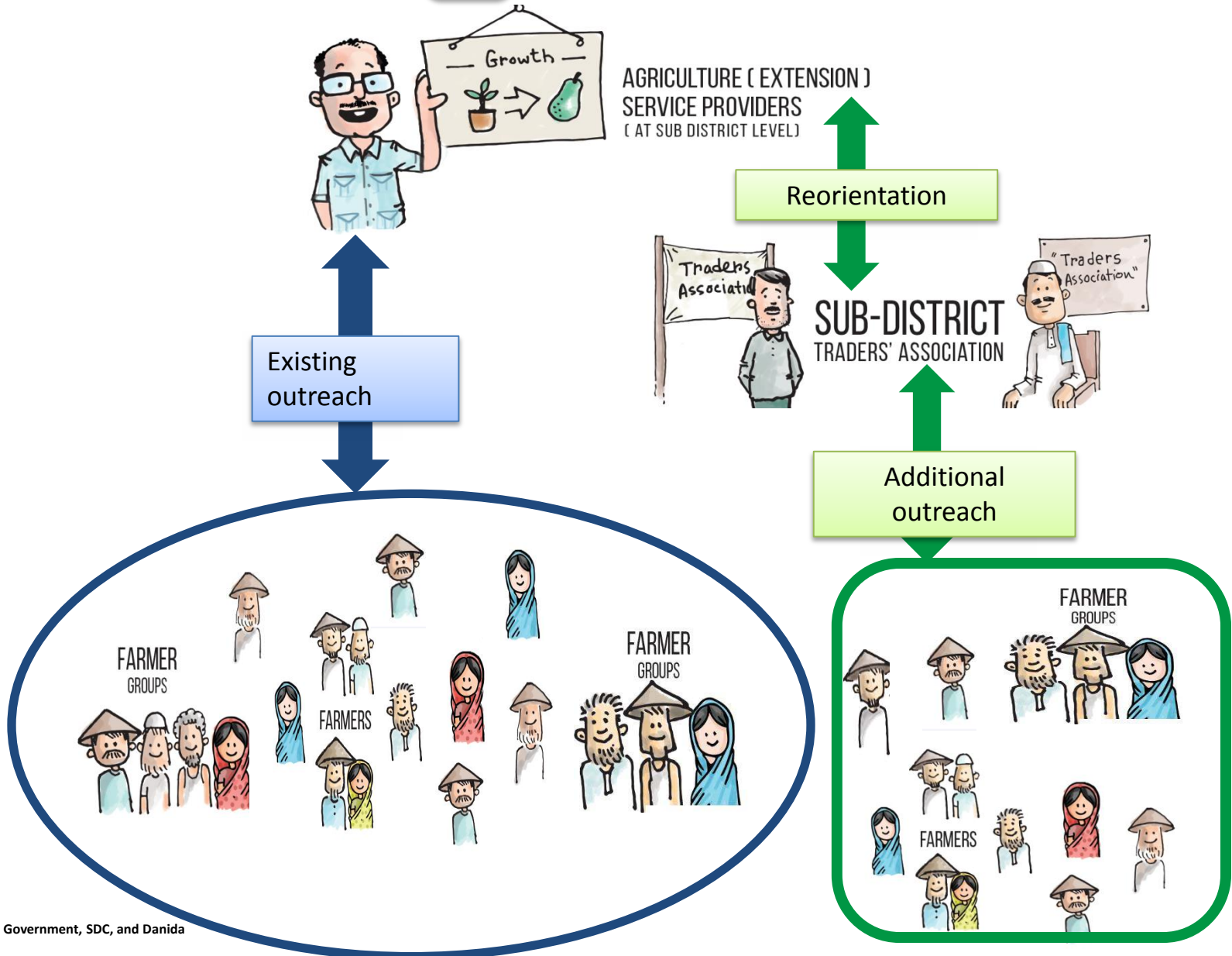
- Develop capacity of the traders' associations where needed to assume the new role

III

- Map 'untouched' farmers and link them with the traders' associations
- Reorient the linkage of the traders' associations with the public extension offices

**4**

**Additional outreach through complementary channel**





- **Facilitation**
  - Coordination
  - Sponsorship
  - Logistical support

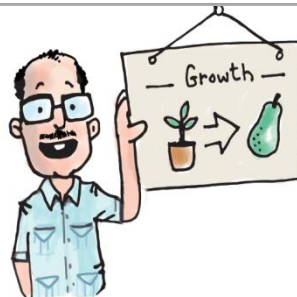


**Regular planning and implementation in every season**

- *Increased awareness among the farmers and access to better quality inputs*
- *Increased outreach of public extension services, ensures a smoother feedback channel*



**Solve problems faced by the farmers**







**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**

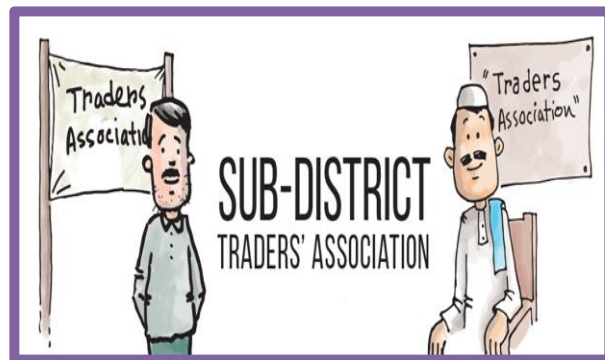
- *Cover a larger number of farmers with the existing resources*

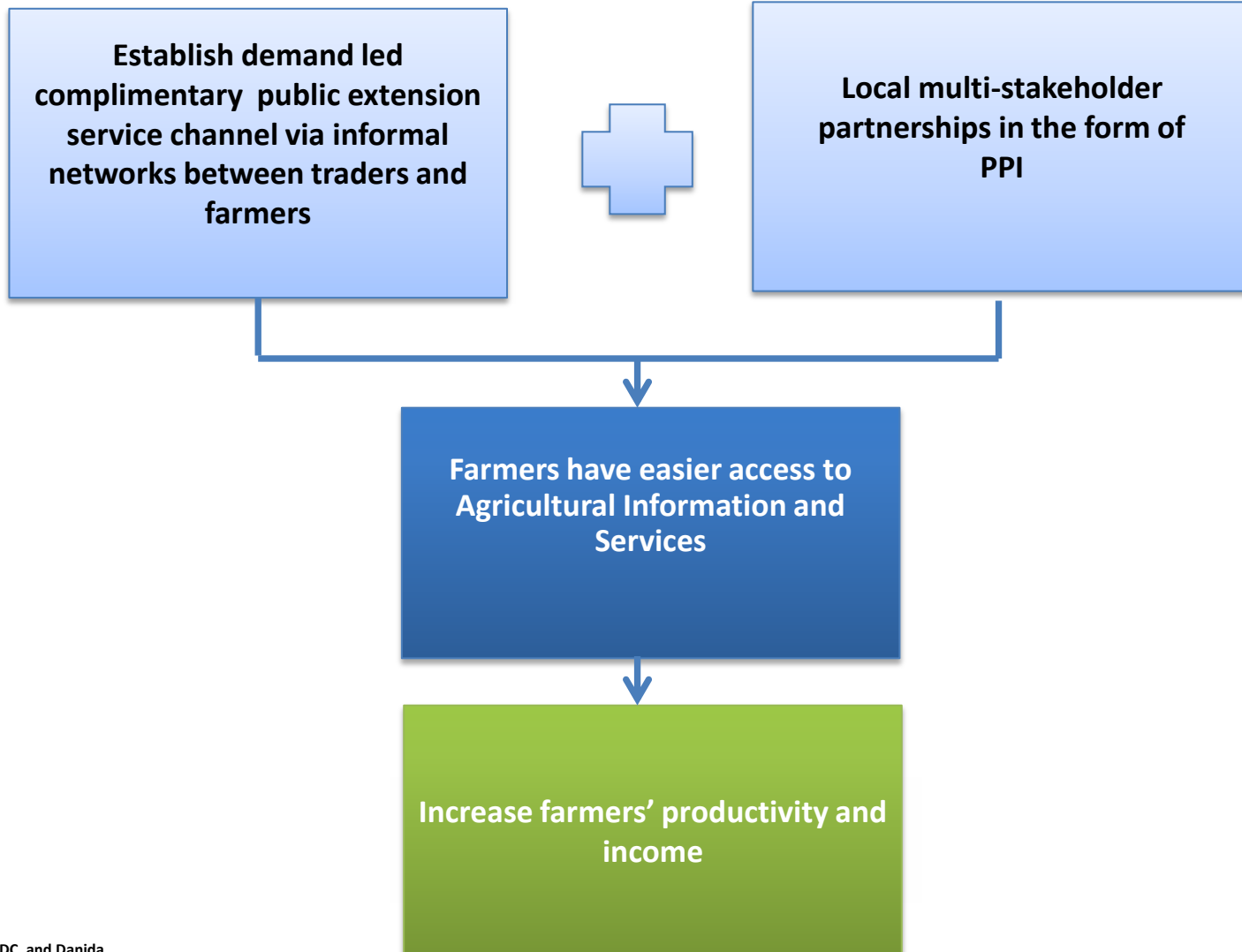


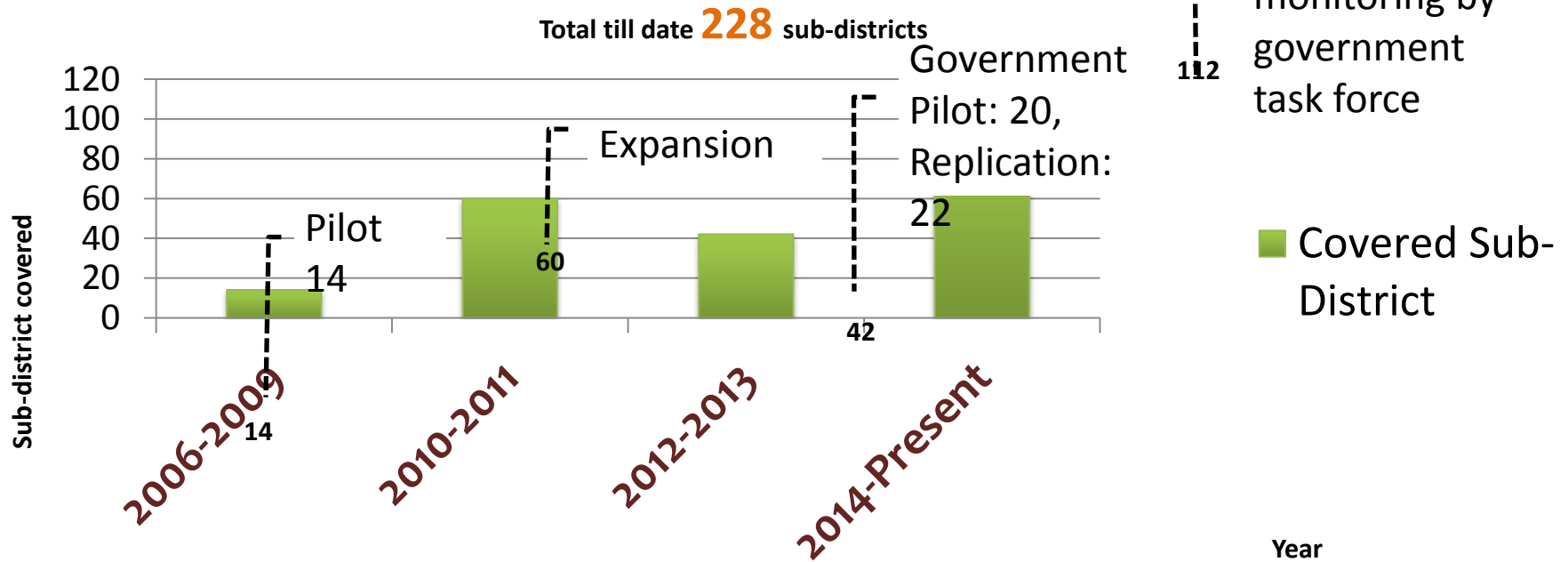
AGRICULTURE ( EXTENSION )  
SERVICE PROVIDERS  
( AT SUB DISTRICT LEVEL )

**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







- **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*



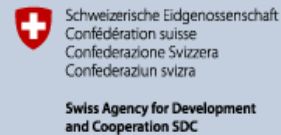
Any queries?

Thank You

Implemented by



Funded by



---

# Using M4P to support public agri extension services

---

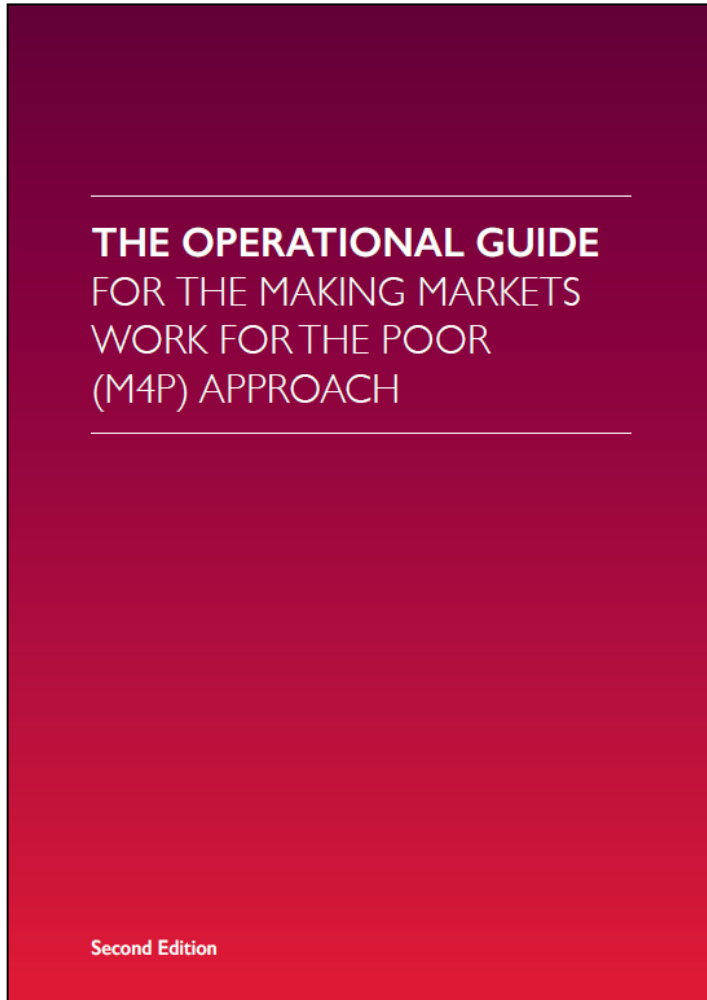


## FRAMING SOME KEY CHALLENGES & QUESTIONS

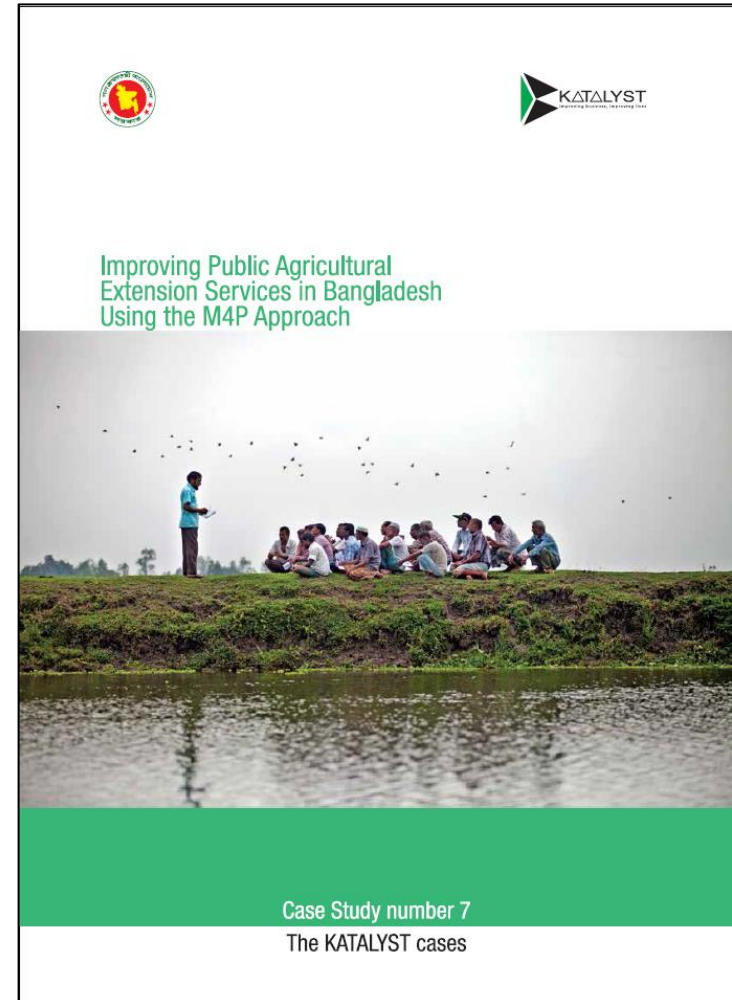
Matthias Herr  
Co-Team Leader regional unit Eastern  
Europe & South Caucasus,  
Senior Market Development Advisor

21 January 2015

# Framing strategic choices



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



Daniel Nippard (2014): Improving Public Agricultural Extension Services in Bangladesh using the M4P approach, Katalyst Case Study number 7, The Springfield Centre.

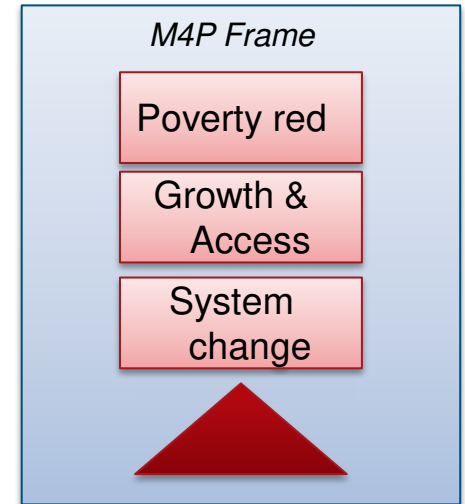
# Objective: focus on systemic change



## 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)?**

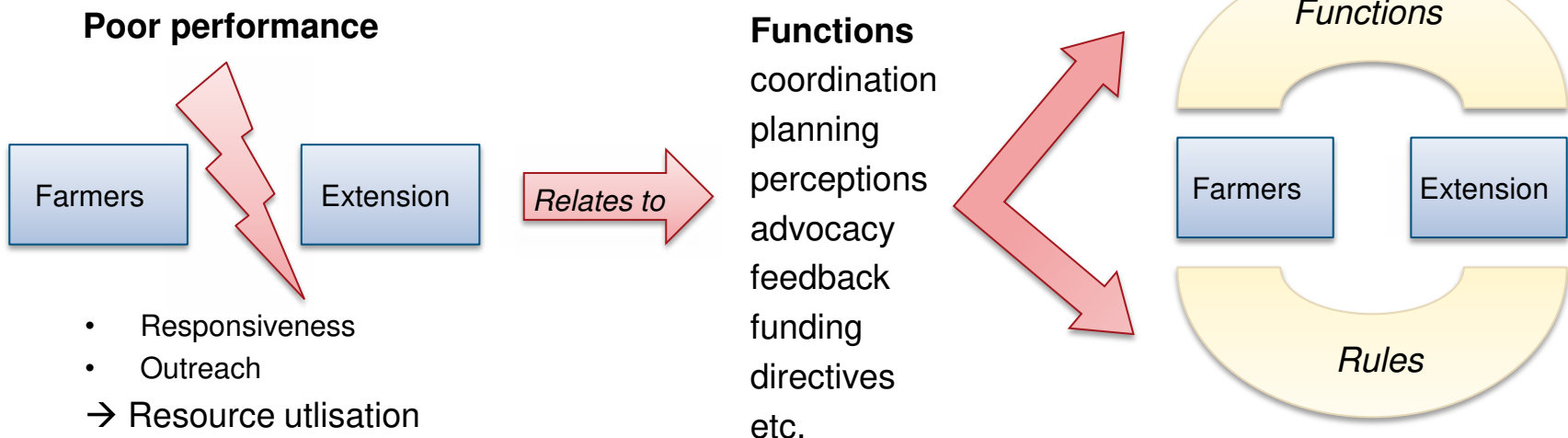
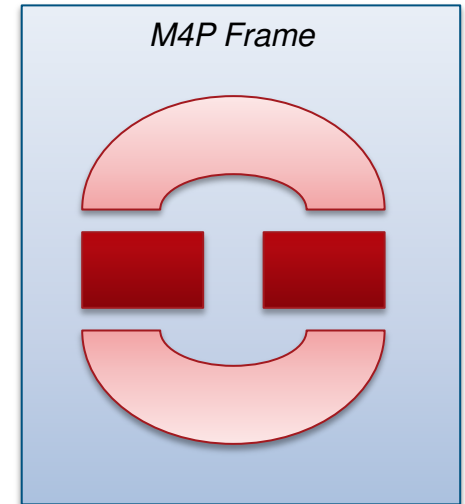


# Diagnosis I: extension systems

## 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?**



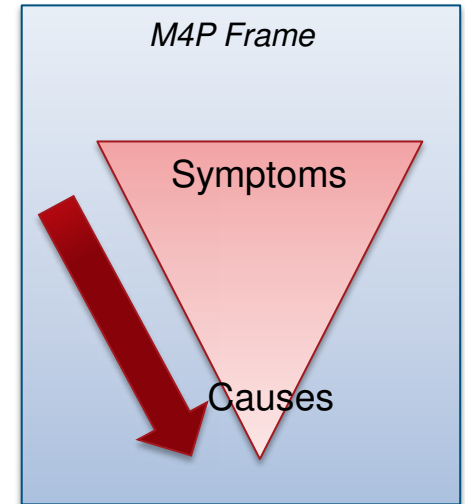


# Diagnosis II: symptoms - causes

## 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

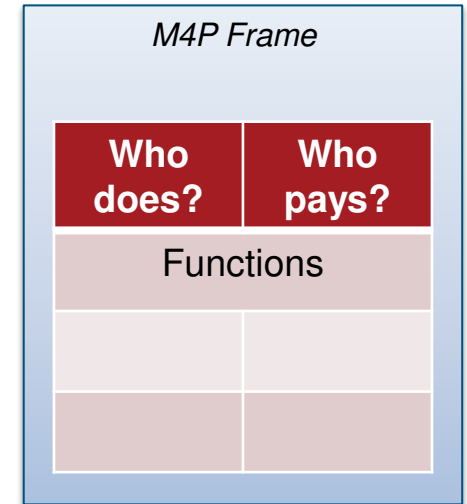
→ **Are we investing sufficient efforts and resources in trying to understand the underlying causes of poor performance of public extension services?**



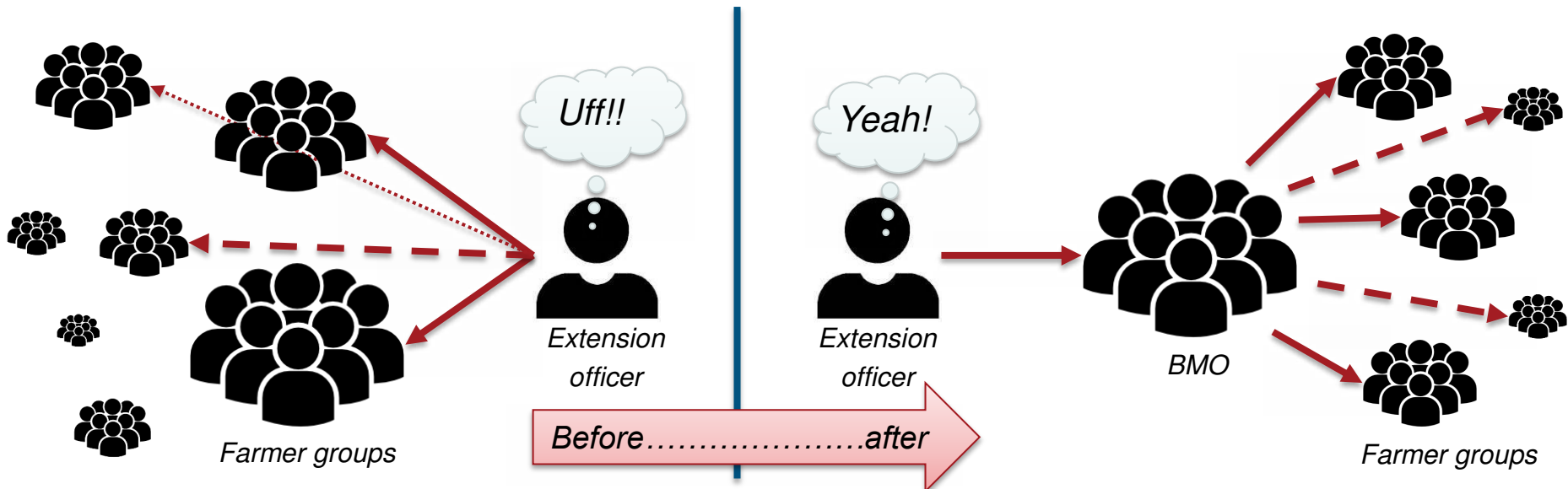
# Vision: complementary roles

## 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?

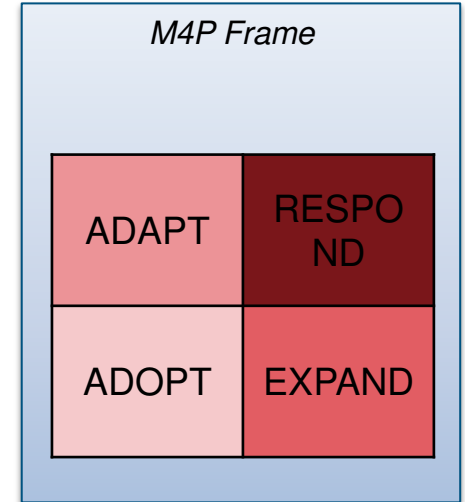


# Intervention

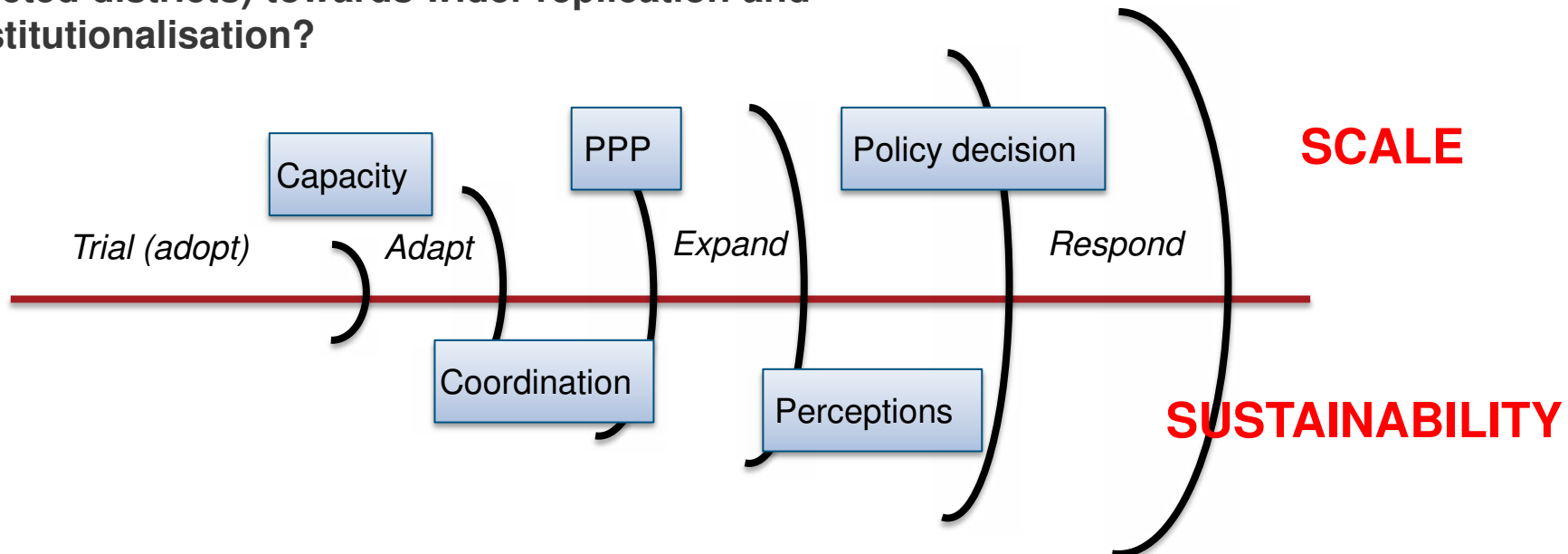


## Challenges:

- 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?





**HELVETAS**

Swiss Intercooperation

Thank you!

# > Questions and Answers



**Ashley Aarons**

Ashley.aarons@beamexchange.org



**Kristin Davis**

kristin.davis@g-fras.org



**Mahmuduzzman**

mahmud.zaman@swisscon  
tact-bd.org



**Matthias Herr**

Matthias.Herr@helvetas.org

## > Resources

- Survey: <http://beamexchange.org/en/webinarsurvey>
- Global Forum for Rural Advisory Services: [www.g-fras.org](http://www.g-fras.org)
- Agricultural innovation systems: an investment sourcebook (WB) - <http://bit.ly/AIS-sourcebook>
- Case study 'Improving Public Agricultural Extension Services in Bangladesh Using the M4P Approach': <http://bit.ly/katalyst-extension-services>
- Next BEAM webinar - Innovations in applying market systems approaches to the health sector: [http://bit.ly/Health\\_markets](http://bit.ly/Health_markets)