



# Pluralistic Extension Systems - characteristics and considerations

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# Pluralistic Extension Systems

- ✓ **Pluralism is out there - public, private, FOs, NGOs, ...**

## What do we make out of it ?

- **Chance that diversity of services and providers match with diversity of rural life and development challenges**
  - **Services beyond agricultural production, including processing, marketing, resilience, nutrition, environmental issues, ...**
  - **Composition varies locally, by countries, by regions**
- ✓ **Different dynamics**
    - **No clear borderlines, nobody controls it**
    - **Smaller, flat organizations with high flexibility**
    - **Multiple opportunities of horizontal collaboration**

# Networking

## ✓ National level

- Advocacy and policy influence
- Knowledge management
- Institutional and human capacity development
- Monitoring and evaluation
  - Who is doing what?
  - Impact, gaps, ...

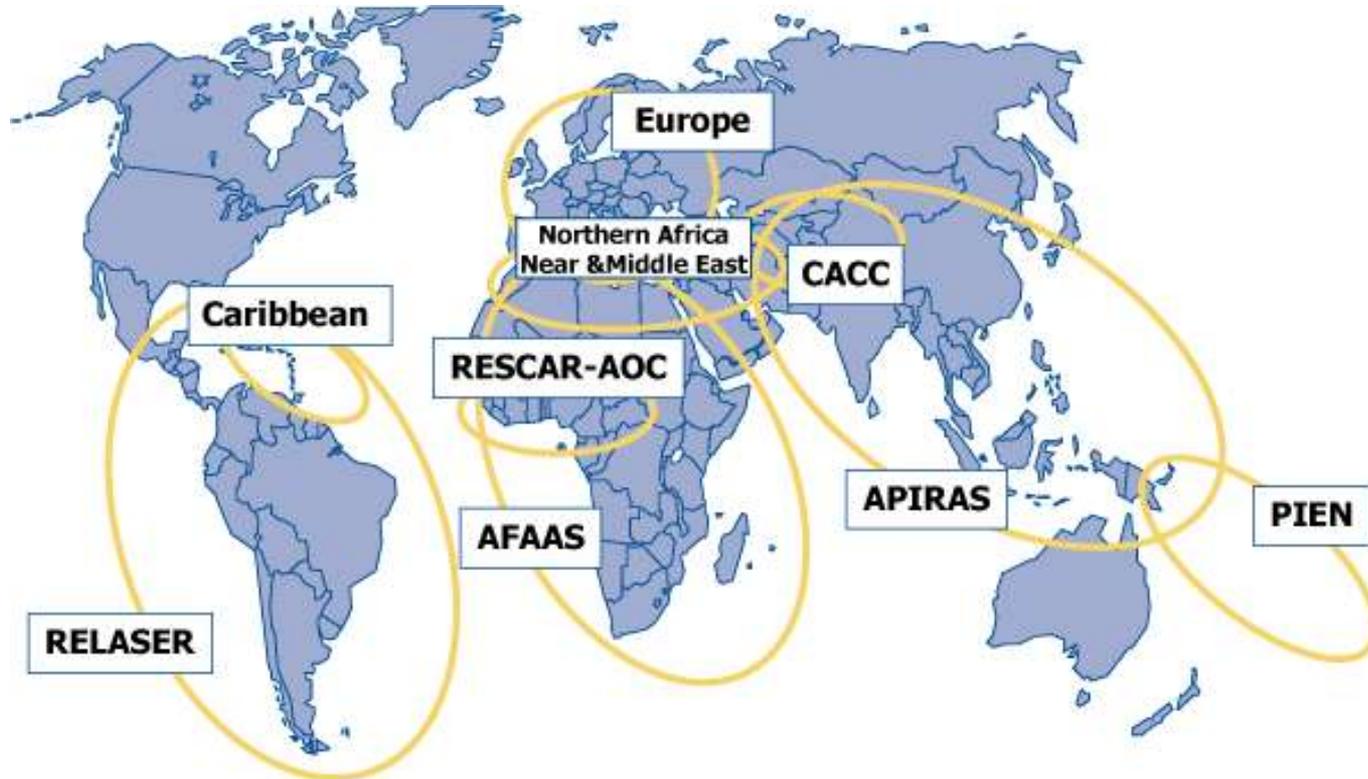


## ✓ Local level

- Avoiding duplication, creating synergies
- Responding to demand → tailor made services
- Providing information on services offered



# Regional Networks



Global Forum for Rural Advisory Services (GFRAS)



# Partnerships

- ✓ **Increased complexity of problems**
  - requires joint efforts
  - tailor made solutions
- ✓ **Complementarity of providers**
  - value added through synergies
- ✓ **Increased visibility and impact**
- ✓ **Not many systematic analysis on partnerships**
  - more research needed on what works under which conditions



# Transparency

- ✓ How will the small farmer know which services are available?
  - At what quality? Certification of services
  - At what price?
- ✓ Local and national extension networks could provide this information to farmers
- ✓ Communication/marketing strategy
- ✓ ICTs

# Knowledge management

- ✓ Major difference to former extension systems
- ✓ Not by one institution, but jointly by all actors of the agricultural innovation system
  - national, regional, global
- ✓ Use of ICTs for knowledge exchange
  - mobiles, rural radio, internet
  - examples: VERCON, TECA, ...
- ✓ Brokerage role of advisors
  - emphasis on facilitation, coordination, linking and directing farmers to where they can find solutions
  - new skills and extension profiles required
- ✓ Training - short term, specific





# Demand - led extension

- ✓ **Difference between needs and demand orientation**
- ✓ **Organizing demand for advisory services**
  - identification of advisory needs by FOs
  - priority setting by FOs
  - expression of demand
  - negotiation for services
- ✓ **Empowering smallholders and their FOs to pay for their services**
- ✓ **Other involvement of FOs in extension**
  - representation of FOs in decision-making bodies
  - farmer(s)-to-farmer(s) learning
  - FOs as service providers
- ✓ **Promotion of FOs indispensable and task of AAS**

# Market oriented services

- ✓ **Advisory services along the entire value chain**
  - **Different profiles of advisors**
- ✓ **Advisory services of input and output markets largely by the private sector**
- ✓ **Organizing smallholders for marketing of their products**  
→ **social capital**



# Human resource development

## Advisors

- ✓ New topics such as climate change, environmental issues, resilience, nutrition, ...
- ✓ Very specific gender-sensitive training corresponding to the actual competencies required



## Smallholders

- ✓ Vocational training in modular courses



# Innovative Financial mechanisms

- ✓ More balanced financial support to supply and demand side (Denmark)
- ✓ Co-financing mechanisms, incl. fees for services
- ✓ Subcontracting arrangements (e.g. Ghana)
- ✓ Contract farming arrangements (e.g. Morocco)
- ✓ Smallholders and their FOs to pay for their services
  - subsidies to FOs, e.g. through levies (Senegal), ...
  - Extension agents hired by FOs
  - required for achieving demand driven advisory services
- ✓ Funds managed by FOs for their development activities (Senegal)
- ✓ More mechanisms and tools to be developed



非常感谢  
THANK YOU

<http://www.fao.org/oek/research-extension-systems/res-home/en/>