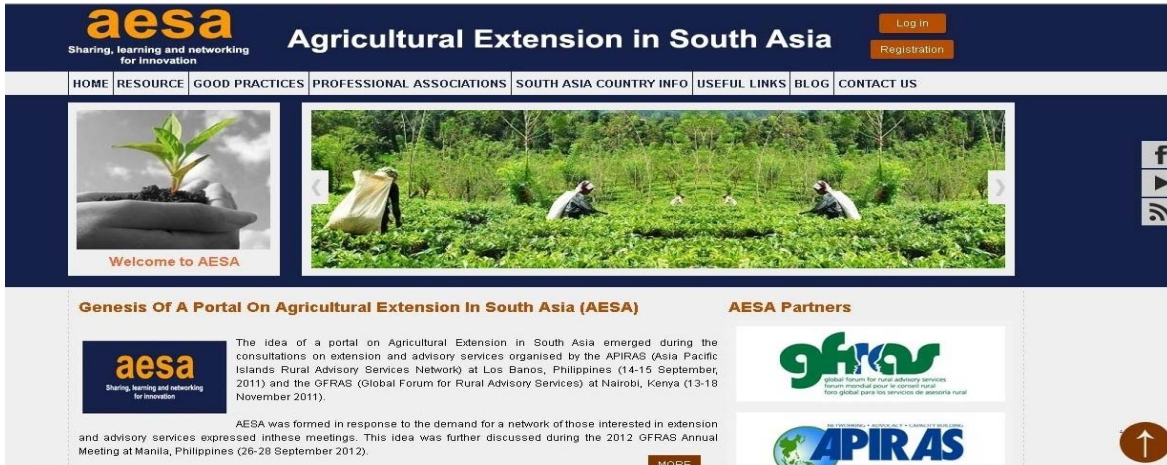


# Update 1

June 2013

Agricultural Extension in South Asia (AESA) - a network of people interested in extension and advisory services in South Asia, which was initiated last year - has made some progress over the past eight months. As there hasn't been much interaction across extensionists in the region, we decided to start a Facebook group (<https://www.facebook.com/groups/428431183848161/>) and a portal ([www.aesa-gfras.net](http://www.aesa-gfras.net)). The intention was to use these two platforms for sharing, learning and networking.



AESA portal displays the following:

- Information and links to recent publications relevant to extension in the region
- Links to organizations involved in policy and practice of extension,
- Blog and good practices in extension contributed by the network members, and
- Regular posting on news and events.

Perhaps, other than AESA there is no other portal that provides this range of information on extension in South Asia and discusses the contemporary challenges in extension provision.



The Facebook group has more than 387 members and we have been using this group to share useful information related to extension. Over the past eight months, there has been 180 posts altogether and these covered information on publications (discussion papers, policy briefs, news reports,

handbooks, toolkits, guidance notes, blogs, good practices) and announcements (related to call for papers, trainings, conferences, job applications, participation in e-discussions). However, only a very few of you have been contributing information and commenting on these posts which makes us wonder whether we are on the right path in achieving the goals of sharing, learning and networking .



We recently started a LinkedIn group called Agricultural Extension in South Asia and we are promoting AESA through this group too ([http://www.linkedin.com/groups/Agricultural-Extension-in-South-Asia-5055791?home=&gid=5055791&trk=anet\\_ug\\_hm](http://www.linkedin.com/groups/Agricultural-Extension-in-South-Asia-5055791?home=&gid=5055791&trk=anet_ug_hm)).

As you might be aware, AESA is part of the global network -GFRAS (Global Forum for Rural Advisory Services) and AESA is represented in its Steering Committee (<http://www.g-fras.org/en>). We have been promoting GFRAS and AESA through participation in different forums and also making presentations on these in different extension organizations in the region.

The Centre for Research on Innovation and Science Policy (CRISP), India is currently hosting this initiative. We recently got some support from the Swiss Agency for Development and Co-operation (SDC) to further strengthen this initiative. This support is meant to strengthen the communication activities of AESA, identify key actors in extension in all eight countries in South Asia and organize a face-to-face meeting of the network towards early next year.

AESA however faces several challenges, which include the following:

- Identification of key actors interested and involved in extension and advisory provision outside India,
- Attracting more members who are keen on using AESA network for sharing and learning,
- Encouraging more members to contribute professionally by way of sharing information,
- Inviting comments on relevant posts and writing blogs and good practices.

Although we have been receiving very positive informal feedback on this initiative from some, we have failed to excite many of our members to actively contribute to the discussions and debates. We need your honest and valuable feedback on AESA to further expand this network. We request your active participation in AESA activities in the near future.

*Saravanan, R, Muhammad Ali, Rasheed Sulaiman V*

**AESA Secretariat: CRISP, Road No 10, Banjara Hills, Hyderabad-500034, India**  
**[www.aesa-gfras.net](http://www.aesa-gfras.net), Email: [aesanetwork@gmail.com](mailto:aesanetwork@gmail.com)**