

# Training Workshop for Promoting The New Extensionist Learning Kit

5-6 October 2017

National Institute of Agricultural Extension Management (MANAGE)  
Hyderabad, India

# Self Introduction (1 min)

- Name
- Organisation
- Your specific role related to extension and advisory services  
(training/teaching/research/practice/policy/networking, etc)





## Introduction to the Workshop

Rasheed Sulaiman V  
CRISP/AESA  
Hyderabad

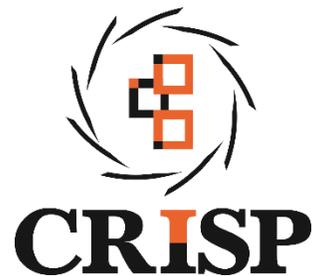
## Training Workshop on the

## New Extensionist<sup>TT</sup> Learning Kit

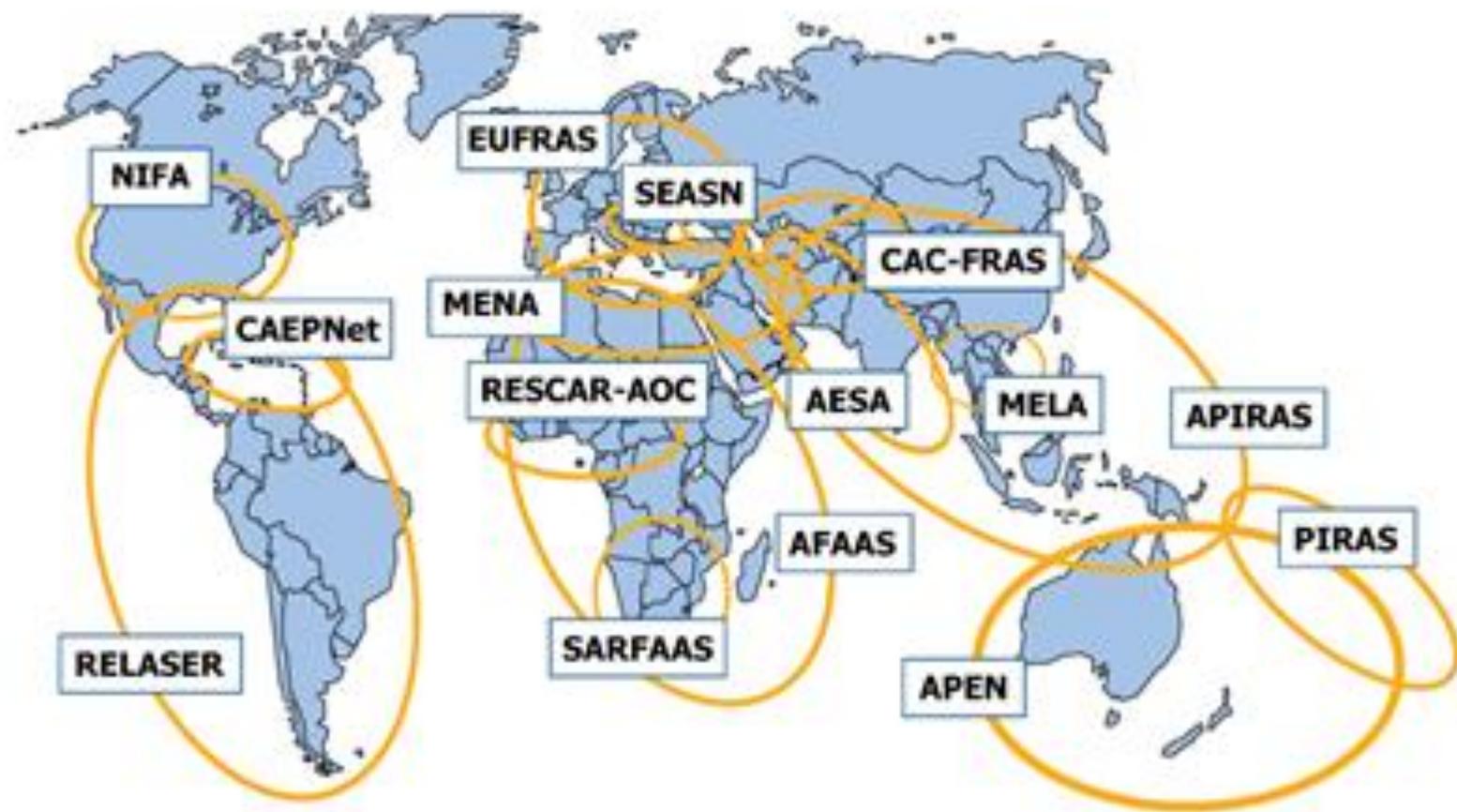
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# RAS Networks



# Extension/EAS/RAS: Definition

## “Rural advisory services (RAS) :

all the different activities that provide the information and services needed and demanded by farmers and other actors in rural settings to assist them in developing their own technical, organisational, and management skills and practices so as to improve their livelihoods and well-being.”

## Beyond Public Sector, it also includes :

- Private sector
  - Input firms, agri-business, Consultants
- NGOs
  - National and international
- Producer Organisations
  - Interest groups/self-help and Co-operatives
- ICT Based Organisations/services



# Extension-Initial Years

- Initial years...



- Disseminate new information and technologies generated by research to farmers to increase farm productivity
- Training, demonstrations, mass media

# New Challenges before extension: Beyond productivity

- Sustainability (water, soil)
- Climate change-need to adapt
- Markets-access and prices; increasing corporate control on inputs and retailing food
- New standards and regulations-changing consumer preferences and concerns on food safety
- Increasing women's participation in agriculture-need for gender sensitive extension approaches
- Attracting and Retaining Youth
- Small farms-poverty and nutrition



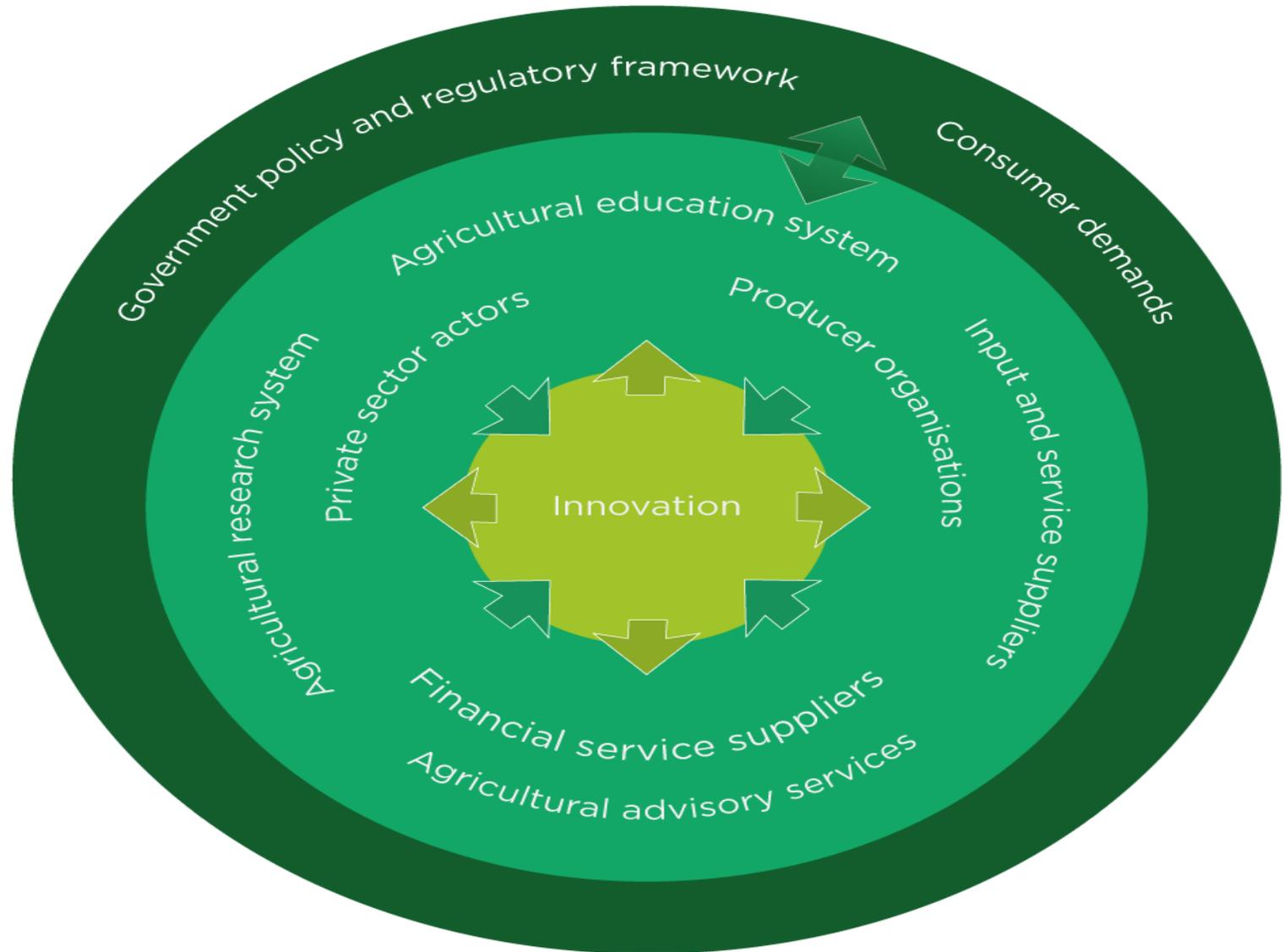
# New Tasks : Beyond transfer of technology



- Organising producers and assist them in accessing different services
- Facilitate access to credit, inputs and output services
- Mediating conflicts
- Advocacy for policy changes
- Convening innovation platforms
- Networking and partnership building

# Extension today

- Providing information and service to farmers
- Strengthening technical, organisational and managerial skills
- Connecting role between rural communities, markets, research, education and several other actors in the Agricultural Innovation Systems (AIS)



# Rural Innovation Management

Extension should be more about managing innovation

Innovation requires interactions and knowledge flows among a wide range of actors within the innovation systems

*Transferring invention/technology is not enough for innovation*

*Extension needs new capacities at different levels*



# New Capacities: at different levels

**Individual** : technical + social  
process skills needed

**Organizational** Capacities to put  
in place:

- systems & procedures to manage human & financial resources
- institutions to facilitate partnerships & learning
- frameworks to deal with institutional, legal, & regulatory issues

- **Systems/Enabling environment** : macro-economic policies, political commitment ,willingness for joint action, access to inputs etc

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



## The “New Extensionist”: Roles, Strategies, and Capacities to Strengthen Extension and Advisory Services

Global Forum for Rural Advisory Services  
November 2012

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Agricultural Extension  
in South Asia

## Policy Brief

No.1 July 2016

### Capacity Needs of Extension and Advisory Services (EAS) In South Asia

#### INTRODUCTION

About 80% of South Asia's poor live in rural areas. Most depend on agriculture for their livelihood. Agricultural and rural development is the key to eradicating poverty and creating conditions for sustainable and equitable growth in the region. South Asian agriculture faces several new challenges ranging from deteriorating natural resources base, climate change and increasing de-regulation of trade. Moreover, the sector is dominated by small farmers often with weak bargaining powers and limited political voice.

A pluralistic and demand driven extension provision, that offers a much broader support to rural producers, is critical for agricultural development and poverty reduction in South Asia. Commitment to pluralism is central to the discussion on extension reform as it is now widely accepted that no single actor or agency is best placed to offer the wide range of services required by the rural communities. Though South Asian countries have a long history of organizing and reforming extension services, much more needs to be done to strengthen their capacities to deal with the rapidly evolving challenges in agriculture.

One of the major priorities identified during the first meeting of the AESA (Agricultural Extension in South Asia) network was capacity development of EAS providers. The first step in this direction was to assess the capacity gaps among the EAS through undertaking a capacity needs assessment at the national level in select countries in the region.

#### CAPACITY NEEDS ASSESSMENT OF EAS

Undertaking Capacity Needs Assessment (CNA) is critical for organizing appropriate capacity development interventions. Lack of a clearly articulated list of core competencies for EAS adversely affects the recruitment of new staff, professional development of existing staff and also the quality of professional education in extension.

#### Extension and Advisory Services in South Asia

Public sector extension continues to dominate extension provision everywhere. Extension is decentralized to a large extent in Nepal and Pakistan. Most countries with the exception of Maldives and Bhutan have agricultural extension systems. NGOs, input companies, agri-business firms, producer organizations, micro-finance institutions, universities and research centers do contribute to extension services. ICTs, especially mobile phones are increasingly used for disseminating information and advice to producers. Extension is relatively weak or non-existent in the livestock and fisheries sectors. Five out of the eight countries in the region implemented the Training and Visit (TVET) System of extension during the 1980s. Subsequent reforms focusing mostly on devolution of extension from the national level to lower levels (provinces and districts) weakened extension by way of declining farmer-extension agent ratio, weakening links with research and loss of political and financial support.

Approaches such as market-led extension and public private partnerships are experimented in many countries. Almost every country faces the following set of challenges in extension delivery: lack of adequate number of extension staff, limited funding, weak linkages with research, lack of coordination and collaboration among multiple extension providers, lack of adequate capacities among extension staff and lack of professionalism in extension. Policies related to human resource development as well as certification and standards in extension provision are lacking everywhere (AESA, 2014).

#### The “New Extensionist”

The Global Forum for Rural Advisory Services (GFRAS) has articulated a new vision for Extension and Advisory Services (EAS) within the Agricultural Innovation Systems (AIS). The motor behind the development of the “New Extensionist” comes from the realization that the existing EAS need new capacities to respond effectively to the emerging challenges in agricultural development (declining water availability, increasing soil degradation, and changing and uncertain climate and markets). In the past few years, capacities in EAS to perform their traditional roles such as training and communication of technical information have eroded. Meanwhile, the extension landscape has become increasingly pluralistic with greater participation of the private sector. All these warrant new knowledge, skills, and expertise among EAS providers.

The “New Extensionist” argues for an expanded role for EAS within the AIS and development of new capacities at the individual, organizational, and system levels. It recognizes that the wide range of skills needed for agricultural innovation and the growing number of actors involved necessitates building new capacities (GFRAS, 2012).

# How do you develop these capacities? (especially at the individual level)

## 1. Technical

Knowledge on new technologies/practices/  
Standards/Regulations

## 2. Functional

- Community mobilisation
- Farmer organisation development,
- Coaching,
- Mediation
- Leadership
- Problem solving
- Partnership building
- Reflective learning
- Brokering



### The New Extensionist: Core Competencies for Individuals



The brief calls for the reform of curricula and learning materials. It urges decision makers to better balance the training of extension professionals between technical and functional competencies. It promotes the idea of the "extension professional," and the need for

# Learning Kit for Capacity Development

In Pretoria (14-15 March, 2013)

Consortium on Extension Education and Training  
comprising teachers, trainers, practitioners and  
researchers in extension

Established out of discussion on “[new extensionist](#)”  
capacities needed in extension and advisory services

Has been identifying [core competencies](#) and  
championing concept of “new extensionist”

Several consultations, writeshops to develop the  
modules and eventual testing of these modules



# Aim of NELK



- Learning resource for individual extension field staff, managers, lecturers, farmer organizations, NGOs etc
- GFRAS Consortium identified 12 core competencies for individual extension agents + introduction to new extensionist (= 13 Modules)
- Focus on **Functional skills**
- Meant for **self-directed, face-to-face, or blended** learning



## Aim of NELK

Enhance professional **capacity**: to work as extension professionals who can better respond to new demands and play new roles and functions

Ultimately improve **performance** of the agricultural innovation system as a whole

## 13 x NELK Modules

1. Introduction to the new extensionist
2. Extension approaches and Tools
3. Agricultural Extension programme management
4. Professional ethics
5. Adult education for Behavioural Change
6. Basic Knowledge management for RAS
7. Introduction to Facilitation for Development
8. Community mobilisation
9. Farmer Organisational development
10. Extension in Value chains
11. Agricultural Entrepreneurship
12. Gender in extension and advisory services
13. Risk management & Adaptation in Extension and Advisory Services



This workshop is about promoting the NELK :

## EXPECTED OUTPUTS

The participants gain:

- Better awareness on the importance of developing new competencies/strengthening existing competencies (articulated in the modules) among their clients (extension students/extension staff)
- Enhanced knowledge on the different dimensions of the different competencies articulated in the modules
- Sufficient or enhanced motivation to use the content and the methodology (eg; different tests/exercises/slides etc) in their teaching/training course
- Better confidence in adapting these content in their teaching/training programmes



..... *Collective learning*

# Expected Outcomes



*Participants will actually use the content of the NELK (and the knowledge and confidence gained from this training workshop) in several ways in their work setting. These may include:*

- Organise a similar training for their colleagues in the organisation
- Design new courses by adapting the content and methodology to their work setting
- Include the content and methodology in existing courses/training modules
- And many more.....



# Organisation of sessions

See Programme Copy for more details

But we would like to build on your experiences too.....





We look forward to a very productive  
workshop

THANKS



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# Tea Break and Group Photo

