

Welcome to

**AESA STRATEGIC PLAN**

Discussion

STRATEGIC  
PLAN  
Draft V2

**STRATEGIC PLAN**

2021-26

AGRICULTURE EXTENSION IN SOUTH ASIA (AESAs)

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# THE CONTENT



Context



History of AESA



Progress against AESA priorities



Strategic priorities for 2021-26



Strategic workplan

# AESA PRIORITIES 2014

## Short term priorities

1. Establish country forums
2. Resource generation
3. Knowledge sharing
4. Capacity building of extension functionaries
5. Develop directory of extension and RAS providers

## Long term priorities

1. Develop constitution for AESA
2. Hold annual meetings
3. Develop extension certification mechanism
4. Initiate case studies
5. Conduct evaluation studies on extension
6. Needs assessment and review of extension situation in South Asia

# STP1: Establish Country Forums

- **Afghanistan:** No progress. Unstable environment
- **Pakistan:** Pakistan Extension Network (PEN) not active
- **India:** Indian Agriculture Extension Network (IAEN) not registered and MANAGE to host not worked
- **Nepal:** Nepal Agriculture Society (NAS) not active. Major political change
- **Bhutan and Maldives:** Shown no interest
- **Bangladesh:** Bangladesh Agriculture Extension Network (BAEN) registered, very active
- **Sri Lanka:** Network of Agriculture Extension and Advisory Services of Sri Lanka (NAEASSL) recently registered

## STP #2: Resource Generation

Not much progress. Weakest area of AESA

## STP #3: Knowledge Sharing

Strongest area of AESA

Published several knowledge products: Blogs, My meeting notes, Good practices notes, Book reviews, Face to face, Working papers, Reports, Manuals & facilitators guide, Updates, Policy briefs, Proceedings and SAAS good practice notes.

## STP #4: Capacity Building

- AESA developed a Facilitators Guide for assessing capacity needs of EAS providers
- AESA contributed to GFRAS for the development of the New Extensionist Learning Kit (NELK)
- Started promoting NELK
- Conducted online user survey

## STP #5: Extension Directory

- Parked for the moment till a dedicated person is available for carrying this out
- AESA Facebook page has 20,879 members:
  - India 84%
  - Nepal 6%
  - Pakistan 2%
  - Bangladesh 2%
  - Sri Lanka 0.3%



## **LTP #1: Constitution of AESA**

- This activity hasn't started
- Governance board met twice
- One scheduled meeting in 2020 delayed due to Covid-19

## **LTP #2: Hold annual meetings**

- Several meetings held in different countries
- Scheduled meetings didn't take place
- Lack of funds a constraint
- Covid-19 posed a major challenge



### **LTP #3: Extension Certification**

- Hasn't started yet

### **LTP #4: Initiate Case Studies**

- Very good progress
- 44 case studies of good practices documented and published in AESA website

## **LTP #5: Evaluation studies on extension**

- AESA published manual on good practices in extension research and evaluation in 2017
- Conducted several workshops on developing capacities of researchers and practitioners on conducting evaluation studies on extension

## **LTP #6: Needs assessment and Review of extension situation**

- AESA has conducted needs assessment and review of extension situation in Sri Lanka, India, Bangladesh and Nepal
- AESA has written 5 Working papers and published in AESA website



Questions ?

# Strategic priorities for 2021-26

01

Consolidating  
knowledge  
management

02

Strengthening  
capacity building

03

Increasing  
members and  
followers

04

Establishing  
remaining  
country forums

05

Institutionalizing  
AESA

06

Enhancing  
resource  
mobilization

# SP #1: Consolidating Knowledge management

- 1. Increase knowledge product contribution:** AESA will encourage its members to spend time in developing and sharing such knowledge products
- 2. Add YouTube videos:** AESA will encourage its members include extension professions in the field to develop videos of good practices from their area and post them on AESA YouTube channel with an AESA branding
- 3. Continue curricula reforms:** AESA and country forums will continue this initiative in all countries and also work with the universities to adopt the revised curriculum

## SP #2: Strengthening capacity building

1. **Roll out NELK:** AESA and country forums will organize more workshops to popularize NELK
2. **Develop training modules:** AESA will develop several such training modules and conduct Training of Trainers (ToTs)
3. **Collaborate with Governments for capacity building:** AESA and country forums will proactively collaborate with Government Agriculture departments at the national and provincial/state level and ensure NELK is rolled down to the frontline extension professionals
4. **Develop extension certification:** AESA and Country Forums will facilitate mechanism for recognizing their contribution, provide them with formal extension certification and bring them into the extension network

## SP #3: Increasing members and followers

- 1. Launch membership drive:** AESA and country forums will launch a membership drive. Special effort will be made in countries like Pakistan, Bangladesh and Sri Lanka
- 2. Develop EAS directory:** AESA will develop an online form and request members to fill the details. AESA will start from the members in the Facebook page and then expand
- 3. Broad-base AESA membership:** AESA will embrace from any sector as long as they are engaged in Agriculture extension. In addition to Government and Academics, AESA and country forums will make deliberate efforts to reach out to Corporate Sector, Special boards, NGOs and Rural banking etc.



SP #4:  
Establishing  
remaining  
Country  
Forums

1. Follow-up activation of PEN in Pakistan
2. Follow-up activation of NAS in Nepal
3. Register a new society in India and apply for FCRA
4. Encourage Afghanistan, Bhutan and Maldives to join

## SP #5: Institutionalization of AESA

- 1. Register AESA:** AESA will review the three legal options and consult with other people and register itself under one of these options. Till that time the current legal arrangement will continue.
- 2. Develop constitution of AESA:** AESA will organize a wide-ranging consultation with its key stakeholders and develop its constitution.

## SP #6: Resource generation

- 1. Identify sources of funds:** Each country forum will discuss internally and identify specific donors under each category with their specific funding schemes (if applicable) that are relevant to Agriculture or AESA
- 2. Identity programme ideas for fund raising**
- 3. Support each other in raising funds:**
  - AESA and country forums will support each other in raising funds
  - AESA could identify international opportunities and pass them on to individual country forums
  - AESA will also identify multi-country funding opportunities and write joint proposals
  - AESA will also support country forums in writing proposals
  - Country forums will also pay AESA for services they could receive from AESA



Questions ?

# Strategic Workplan

1

IDENTIFY KEY  
RESPONSIBLE PERSON  
FOR EACH PRIORITY

2

IDENTIFY KEY  
SUPPORTING  
PERSON(S) FOR EACH  
PRIORITY

3

CHECK THE TIMELINE



Questions ?



# Thanks

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