

## **Demand Driven Approaches to Agricultural Extension and Advisory services**

### **Introduction:**

Many countries have recognized the need to revive agricultural advisory or extension services as a means of using agriculture as an engine of pro-poor growth; reaching marginalized, poor, and female farmers; and addressing new challenges, such as environmental degradation and climate change. In spite of ample experiences with extension reform worldwide, identifying the reform options most likely to make extension more demand-driven remains a major challenge.

Agricultural Extension service in India has undergone several changes since independence. Still, a large number of small holder farmers and other vulnerable groups remain unreached. The concept of demand-driven services implies making extension more responsive to the needs of all farmers, including women and those who are poor and marginalized. It also implies making extension more accountable to farmers and, as a consequence, more effective. With this background, the seminar has been conceptualized with the following objectives:

1. To understand the concept of demand-driven approaches to extension and advisory services.
2. To know the frame work and steps of demand-driven approaches.
3. To review the studies related to demand-driven approaches.

### **Extension / Advisory Services**

Agricultural extension / advisory services are defined as services that make new knowledge available to farmers and assist the farmers to develop their farming and management skills.

The services may include:

- ✓ Dissemination of information
- ✓ Training and advice of groups of farmers or individual farmers
- ✓ Testing new technologies on-farm
- ✓ Development and dissemination of farm management tools.

Agricultural extension is certainly in transition. It has shifted its approach 180 degrees, from traditional and Training-and-Visit, top-down transfer of technology to bottom-up. Emphasis is now placed on making advisory / extension services demand-driven.

### **What is Demand?**

‘Demand’ is a strong need *for* something.

‘Demand’ is defined as what people ask for, need and value so much that they are willing to invest their own resources, such as time and money, in order to receive the services.

-Chipeta *Et Al.*, (2005)

### **Demand-Driven**

“‘Demand-driven’” refers to finding a good fit between the knowledge and information desired by farmers and the services delivered by extension service providers.’

-Klerkx, *et al.*, (2006)

## Demand Driven Approaches:

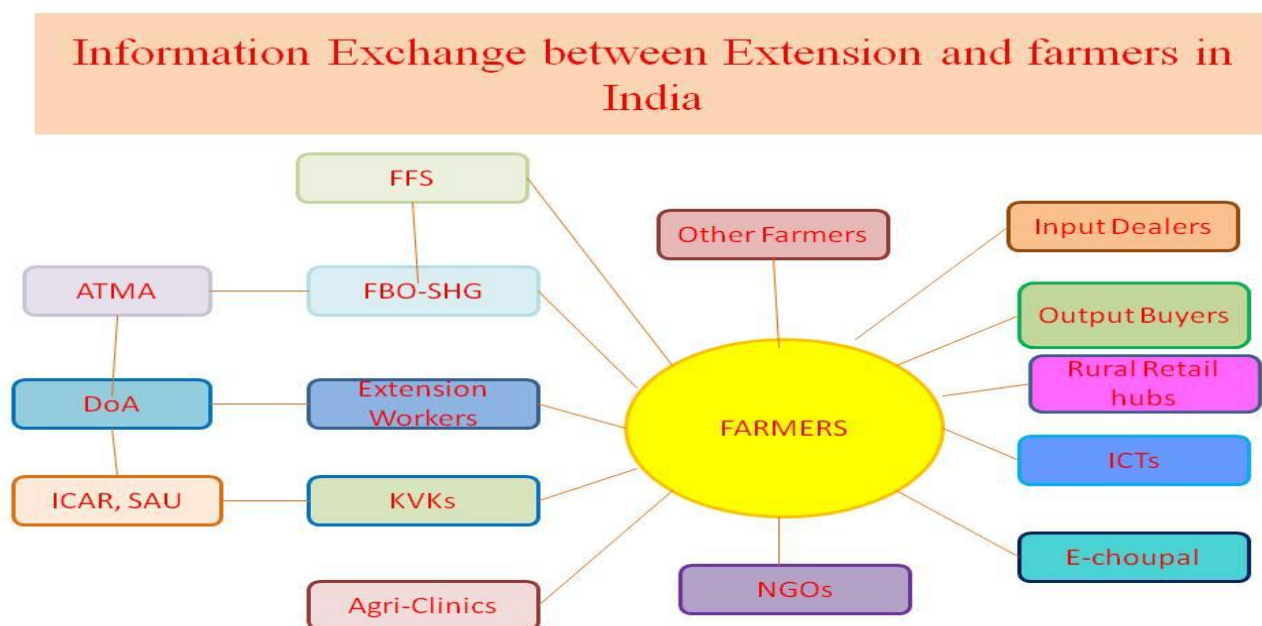
Demand-driven Extension approaches and Advisory Services fundamentally have the farmer at their centre.

They are farmer-centred, farmer-led, bottom-up and participatory services that focus on what farmers identify as their needs and desires information, services and support.

The main rationale behind the demand-driven extension approach is that farmers are served better by extension organizations if their needs and demands are taken into consideration during extension programme planning exercise.

The farmers themselves identify their needs and prepared demand for extension plans with the facilitation of extension staff and subject-matter specialists, giving further impetus to the approach.

## Information Exchange between Extension and Farmers in India:



## **Farmers Access to Extension and Advisory Services:**

The only nation-wide survey of farmers' access to extension is the 2003 National Sample Survey Organization (NSSO) 59th round, 33rd schedule on 'Situation Assessment Survey of Farmers'. Sixty per cent of the farmer-households in India did not access any information on modern technologies that year. That such a large proportion of the farming population does not use any extension service indicates the poor organizational performance of the public extension in 2003. It was aptly identified in the 10th and 11th fiveyear plans, which recognized that the public extension system needed 'revamping' and 'revitalizing'. While a more recent nation-wide survey is not available, a number of IFPRI studies have shown a picture different from the NSSO 2003 survey. In Tamil Nadu, a 576 farmer-households survey in two districts has shown that only 1 per cent of the respondents had not accessed any information to support their farm enterprise in 2010. By comparison in 2003, the NSSO survey data show that 50 per cent of the farmers in Tamil Nadu did not access extension for information. From a survey of farmer-households, Birner and Anderson (2007) have reported that of the 966 farmer households surveyed, 22 per cent had at least one contact with a government extension worker during the past one year, which was greater than the average of 11.5 per cent reported for Karnataka in the NSSO 2003 survey (NSSO, 2005). A survey of 810 households each in Uttar Pradesh, Madhya Pradesh and Andhra Pradesh revealed a different extent of extension-use in these states in 2009; it was 18 per cent in Uttar Pradesh (Reardon et al., 2011a), 80 per cent in Madhya Pradesh (Reardon et al., 2011b) and 95 per cent in Andhra Pradesh (Chandrasekhar et al., 2011). While the recent small-scale surveys have shown that extension access might have improved since the time of the NSSO 2003, a nation-wide survey is needed to show the difference in extension-use since the implementation

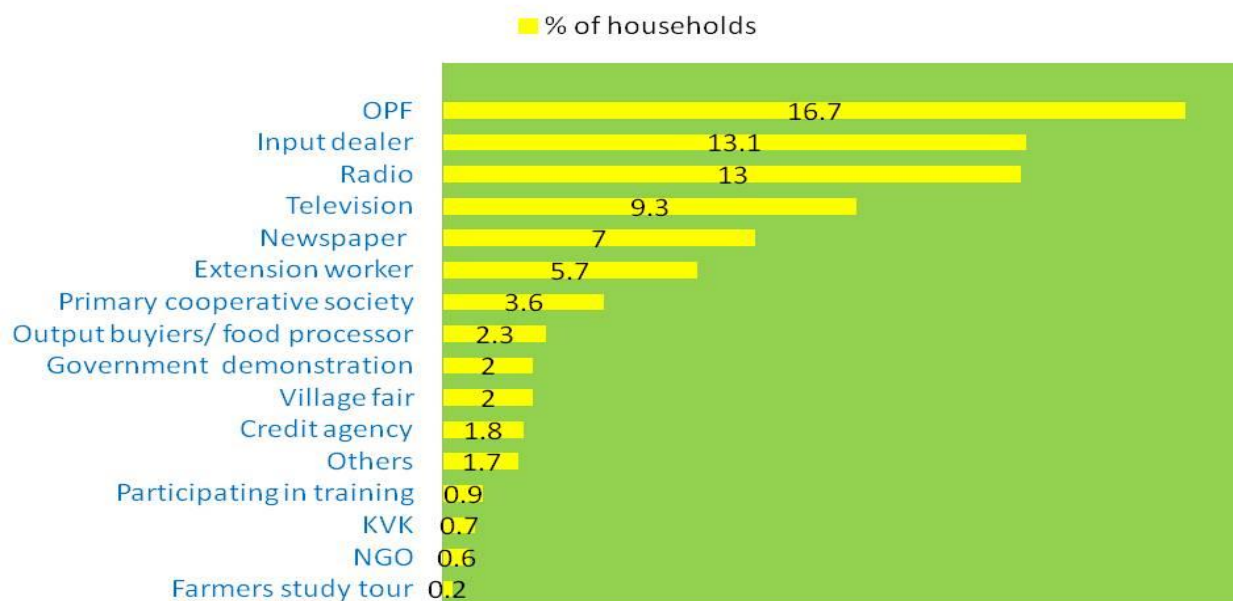
of major reforms in public sector agricultural extension through programs like the ‘Support to State Extension Programs for Extension Reform’ (SSEPER) and the Agricultural Technology Management Agency (ATMA). Progressive farmers and family members, as well as mass media and the private sector constitute a large part of farmers’ sources of information. Another issue is that the quality and reliability of public extension system is still a constraint (Babu et al., 2012). On sources of extension services, the NSSO survey results have shown that nearly one-third of the farmers who had accessed information, obtained it from progressive farmers and input dealers. Broadcast media, including radio, television and newspapers, was also largely used to obtain information (by about 29.3% farmers). The public sector extension system was a source of information for about 10 per cent of the farmers. The private and NGO extension services were accessed by only 0.6 per cent of the farmers. Farmers tried and adopted the information that they received from progressive farmers and input dealers more than from other sources. The service delivery by public-sector extension workers was lowest for small farmers (4.8% versus 12.4% for large farmers), which suggests that the system may be biased against small farmers (Adhiguru et al., 2009). In a recent survey of farmers in Tamil Nadu in 2010, the input dealer was reported to be the main source of information (68.6%), followed by the state department of agriculture extension staff (51.2%), TV (43.6%), family members or relatives (39.9%), progressive farmers (36.2%), Primary Agricultural Cooperative Banks (35.7%) and newspapers (30.6%). Farm magazines were accessed by 9.2 per cent of the farmers. Only a small percentage of farmers used radio (5.4%) and farmer group associations (4.7%) to access information (Babu et al., 2012). The main reasons for the choice of information source were proximity (33.7%), assured quality (21.1%), sole option (20.6%), and timely availability (13.7%). In Uttar Pradesh, Reardon et al. (2011a) have reported that 7 per cent of the sample farmers

availed the services of state extension staff, while other public sector extension sources (KVKs, All-India Radio, university extension, and plant protection units) were collectively a source of information for 18 per cent of the farmers. Madhya Pradesh has presented a more positive picture of public sector extension-use, with 37 per cent of the farmers accessing state extension staff (Reardon et al., 2011b). Other major sources of extension services for farmers in Madhya Pradesh were All-India Radio and TV (21%), and KVKs (12%). The private-sector sources accounted for 25 per cent. The studies reported above suggest that the organizational performance of extension system could be influenced by local conditions. Therefore, reforms in the extension system would need to allow flexibility in the service delivery to adapt to different situations. Consideration of state variabilities is important in developing extension strategies, particularly at the national level where much of the public sector extension policy is formulated. A greater flexibility at the state level to implement effective extension programs is needed. The provision and delivery of agricultural extension and advisory services to small and marginal farmers remain the important elements of extension reforms in the developing countries. The challenge for smallholder farmers in India is typical (Birner and Andersen, 2007; Chandrasekhar Rao et al., 2011; Reardon et al., 2011a; 2011b). These farmers tend to have minimum access to information. Reaching farmers who search for information the least, would, therefore, require different content, approach and delivery mechanisms, as they have different information needs and rely mostly on interpersonal sources. Targeting smallholder farmers, who have low agricultural income, is important as they search less for information. These farmers mostly lack motivation and interest in agriculture, so improving the timely delivery and reliability of information will be important to encourage them to improve their information search strategies. The studies have revealed that membership of farmer based organizations (FBO) is associated with

high information search behaviours. Being a significant factor in determining information search behaviours, membership in a FBO, self-help group (SHG) or cooperative could be an approach extension services could target to improve access to extension of low and moderate information searchers. A group-based approach could also improve the delivery of demand driven extension services. This is the main aim of district level public extension institution, the ATMA, though several implementation issues are hindering its effectiveness. Further, the public sector is only one of the many sources farmers use to access extension and advisory services.

**Percentage of farmer households accessing information and modern agricultural technology through various sources:**

**Percentage of farmer households accessing information and modern agricultural technology through various sources.**



Source: Derived from data reported in NSSO (2005, 7)

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The 59th round of the Situation Assessment Survey of Farmers carried out by the National Sample Survey Organization (NSSO) in 2003 provides important

information on the prevailing situation when the framework and the 10th plan were developed (NSSO 2005). Data for the survey, which is representative at the state level, were collected from 51,770 households in 6,638 villages. Figure displays the information sources for modern technology used by farmers in India. Farmers were asked to identify which, if any, of the sources they had accessed during the past 365 days to obtain information on modern agricultural technology. Nearly 60 percent of the farmers had not accessed any sources. When farmers did use sources, the input dealer was the second-most-used source after other progressive farmers.

### **Distribution of farmer households suggesting improvements in information provided by various sources:**

When asked to make suggestions for improvement, about one-third of the farmers mentioned improvement in the quality and reliability of the information provided (Table). For all information sources, this suggestion was more frequently mentioned than any other, including improved timeliness of information.

| <b>Suggestions</b>                                             | <b>Extension worker</b> | <b>TV</b> | <b>Radio</b> | <b>News paper</b> | <b>Input Dealer</b> | <b>Other Progressive farmers</b> |
|----------------------------------------------------------------|-------------------------|-----------|--------------|-------------------|---------------------|----------------------------------|
| Improvement in quality and reliability of information          | 34.4                    | 30.5      | 32.8         | 36.9              | 39.3                | 32.3                             |
| Timeliness of information                                      | 20.1                    | 18.6      | 19.9         | 18.0              | 12.8                | 12.3                             |
| Increase in frequency of demonstration                         | 18                      | 17.5      | 14.1         | 10.5              | 6.9                 | 4.9                              |
| Improvement of quality of presentation                         | 4.1                     | 8.7       | 7.7          | 7.3               | 6.1                 | 7.8                              |
| Improvement of professional competence of information provider | 7.5                     | 3.3       | 3.3          | 4.3               | 8.6                 | 8.7                              |

Source: NSSO(2005),22

**The information demanded by farmers:**

- ☞ Subsidies , purchasing agricultural land
- ☞ Variety of seeds, pesticides, equipment, weather condition, irrigation, harvest, post harvesting technology
- ☞ Adoption of new technology, credit facilities
- ☞ Market trend, price, and stock available.

**How to reach the demanded information?**

- ☞ Demonstration on farms
- ☞ Short courses and refresher courses
- ☞ Adult learning methods
- ☞ Well-trained extension officers
- ☞ Reliable communication

**The main challenges for providers of agricultural advisory services in demand-driven systems are:**

- ☞ Meeting the demands of the farmers;
- ☞ Ensuring that services are related to commercially interesting production opportunities;
- ☞ Ensuring that services are efficient enough that farmers gain a profit after paying for the cost of the services.

- ☞ Competing with other providers of similar services in the market in terms of price and quality and, at the same time, making a profit from providing the services.

### **Demand Driven Approaches cover a range of transactions:**

#### **1. Advisory services:**

Advisory services will provide services for specific client requests and for those services the clients must pay.

#### **2. Facilitation approaches:**

Extension agents works closely with clients to identify their needs and then helping clients to implement the identified activities.

#### **3. Participatory extension methods:**

It can represent a step towards creating demand driven extension services.

Participatory and demand driven approach are identical but not similar.

### **Frame work of Demand Driven Approach:**

- ☞ Promoting and organizing demand-need analysis and priority setting
- ☞ Facilitating linkages to service providers- right of clients choose their advisers
- ☞ Enabling dialogue with advisory services- agreements with advisory services
- ☞ Developing demand side financing-clients access to advisory funds, voucher, combining local projects and advisory services.
- ☞ Ensuring quality services- for providers/supply side.

- ☞ Managing and organizing delivery of advisory services
- ☞ Managing change through learning-evaluating the services.

**Development of demand driven advisory services consists in principle of five steps:**

- ☞ Formulation of demand among farmers
- ☞ Dialogue and negotiations with service providers
- ☞ Preparation of services
- ☞ Delivery of services
- ☞ Evaluation of the services received

The formulation of demand among farmers- identifying the production and market opportunities, analysing, prioritising, identification of Advisory services required to realise the opportunity.

The dialogue and negotiations with service providers- ensure that both users and service providers are fully aware of the kind of services to be delivered, what quality and price.

It includes three steps:

1. Linking the relevant service providers
2. Dialogue with service providers about what is available and what is not
3. Negotiations and agreement of conditions for delivery; context, quality, time, price.

Evaluation of the services- the services should be evaluated by who use them according to the criteria defined under the formulation of demand. Farmer has to take decision whether to use or not to use the same advisor in future.

**The basic indicators for success are:**

- ☞ Farmers have access to agricultural advisory services
- ☞ Farmers use the advisory services
- ☞ Farmers have increased income from agricultural production
- ☞ Greater choice and competition among agricultural advisers

**Approaches to make Agricultural Extension/ Advisory Services Demand-driven**

Three types of extension were distinguished: private sector (market based), public sector, and third sector.

In private sector extension systems, it is the market mechanism that fosters demand-driven services. If a market for extension does not exist because government interventions have “crowded out” private extension providers, reducing such crowding out and creating a favorable investment climate for private providers is one strategy to make extension more demand-driven. To what extent crowding out, rather than other types of market failures, prevents the emergence of a market for extension is an empirical question. Besides the “pure” type of market-based extension where private sector organizations provide extension services and farmers pay for them, other market-based approaches include agricultural advice provided with the sale of inputs or purchase of products and advice provided in a contract-farming relationship. How demand-driven these approaches are depends largely on the bargaining power of the farmers in these relations.

Public sector extension is often not responsive to farmers’ demands owing to a range of government failures. Strategies to make public sector extension more

responsive to farmers' demands include decentralization of extension agencies, increased autonomy of extension agencies, contracting extension services and involving farmers in awarding the contracts, using funding mechanisms such as cost recovery to encourage farmers to express their demands, using management techniques such as new public management to emphasize responsiveness to clients, and using participatory extension methods.

Extension services provided by NGOs and FBOs (third sector extension) are not necessarily demand-driven either, because they are subject to various failures, too. The strategies to make NGO based extension more responsive to farmers' demands are similar to those that the public sector can use. Strategies to make FBO-based extension more demand-driven include strengthening management capacity and the internal accountability mechanisms of FBOs, with a specific focus on overcoming problems of elite capture and social exclusion. Because FBOs can play an important role in making other types of extension more demand-driven and accountable, strengthening the capacity of FBOs to articulate farmers' demands is an important crosscutting strategy. Each available strategy to make agricultural extension more demand-driven has its own challenges. In view of these challenges, the choice of strategies depends on underlying assumptions and value judgments, or paradigms, regarding the roles that the public sector, the private sector, and civil society should play in agricultural development and, more broadly, in economic development. The Policy Framework for Agricultural Extension represents the paradigm of public sector reform that emerged in the "post-Washington Consensus" era (Williamson 2000). This paradigm acknowledges the role of the state in overcoming market failure, but it envisions a facilitating and enabling role for the state (Wolfensohn and Bourguignon 2004). When privatization is not possible, outsourcing is considered a major solution, and cost-recovery is a central

element of the paradigm outlined in the framework. Other core elements are user participation, accountability, and demand-driven services. Subsidies are accepted but only if targeted to the poor and to marginalized groups. Reforms within the public sector receive comparatively little attention the paradigm, based on an implicit scepticism regarding the ability of the public sector to reinvent itself. The spirit and the language used in the framework are remarkably similar to international documents that reflect this paradigm. For example, the 2004 World Development Report on public service provision promotes similar strategies of contracting, cost recovery, client empowerment, and avoiding the “crowding out” of nongovernmental providers (World Bank 2004). Because the framework has not been translated into laws at the state level, it remains unknown, however, whether it would have been approved by elected political decision makers in this form, and which of the different elements would have been contested by different political parties. However, the framework can certainly be considered a bold approach to reforming extension services in India.

### **Constraints for Demand Driven Approach:**

- ☞ Low capacity of farmers to demand for technologies.
- ☞ Low capacity of extension/advisory services to provide some technologies.
- ☞ Policies and government support are weak.
- ☞ Limited capacity to regulate and coordinate multiple providers for advisory services.
- ☞ Coverage in remote areas and among poor farmers is still limited.

## **Study 1:**

### **THE EFFECT OF PLURALISTIC AND DEMAND DRIVEN APPROACH ON AGRICULTURAL TECHNOLOGY TRANSFER AMONG SMALL- SCALE FARMERS: CASE OF SIAYA COUNTY IN KENYA**

Annie H. Ongayo, Christopher A. O., Washington O. O., 2016

## **Study Area:**

The study was conducted in six subcounties of Siaya County. The subcounties were Yala, Ugunja and Wagai. Siaya County is one of the forty three Counties in the Kenya found in Western region of the Country.

## **The Research Design:**

Ex-post-facto survey was used in the study. The design was appropriate for the study since the research aimed at observing and understanding the effect of pluralistic and Demand Driven approach on transfer of agricultural technology long after its implementation had taken place from a sample drawn from a target population. The design also allowed field exploration and the use of questionnaires to gather information at just one point in time.

## **Population of the study:**

The target population of the study was 603,693 while the accessible population of farmers for the study included: 1) 51,490 households among whom the Pluralistic and Demand Driven Approach was implemented; 2) a saturation of all Agricultural Officers from the Ministry of Agriculture, private non-profit making (NGOs) and private profit making organizations who were involved in agricultural extension services delivery in the field.

Sample selection: The study used a combination of purposive sampling, snowball sampling, simple random and proportionate random sampling. First, purposive sampling was used to select the County in which the Pluralistic and Demand Driven Approach was implemented but did not translate to increased agricultural productivity. Simple random sampling was then used to select the three sub-counties. Snow ball sampling was used to select all Agricultural extension officers from the Ministry of Agriculture, Nongovernmental Organizations and private profit making organizations that participated in the implementation of the approach in the county and may have been transferred thereafter. Proportionate random sampling was used to select 150 small-scale farmers. For successful data collection in the field, an interview schedule, a questionnaire and observation schedule were used for various categories of respondents. One set of semi-structured interview schedule was developed and administered to extension workers by the researcher to collect data on status on the availability of agricultural technologies to small-scale farmers prior to and after the implementation of pluralistic and demand driven approach. The instrument allowed for probing of the respondents especially in more complicated situations. One set of questionnaire with a high visual content was developed and administered to households by enumerators to collect demographic data and details on accessibility to agricultural technologies prior to and after the implementation of pluralistic and demand driven approach. The instrument was suitable for small scale farmers since it allows for collection of data from a large number of respondents. Observation schedule was used in making observation on the condition/performance of the agricultural productivity in the field.

## Results and Discussion:

**Table1: Availability of agricultural technologies disseminated to small scale farmers in Siaya County before and after implementation of PDDA**

(n=22)

| Availability of agricultural technology and information was better before or after the following                            | Time   | EWs in Siaya County |      |      |
|-----------------------------------------------------------------------------------------------------------------------------|--------|---------------------|------|------|
|                                                                                                                             |        | A                   | N    | DA   |
| Introduction of more agricultural extension services providers in the field                                                 | Before | 56.3                | 11.2 | 36.4 |
|                                                                                                                             | After  | 87.5                | 0    | 12.5 |
| Use of farmers group                                                                                                        | Before | 43.8                | 22.0 | 31.8 |
|                                                                                                                             | After  | 87.5                | 0    | 12.5 |
| Collaborative among agricultural extension service providers                                                                | Before | 31.3                | 22.0 | 46.7 |
|                                                                                                                             | After  | 100                 | 0    | 0    |
| Extension officers frequently of interaction with farmers                                                                   | Before | 15.3                | 22.0 | 62.5 |
|                                                                                                                             | After  | 100                 | 0    | 0    |
| Improvement in demonstrations and field days held on farmers' farms as a means of transferring technologies and information | Before | 41.3                | 27.0 | 31.7 |
|                                                                                                                             | After  | 87.5                | 0    | 12.5 |

The table1 revealed that there was an increase in the percentages of the agricultural extension officers who were in agreement that the transfer of agricultural technologies and information improved after the introduction of more agricultural extension service providers.

**Table 2: Paired sample statistics t-test on improvement of agricultural technologies and information transfer to small scale farmers.**

(p <0.5) (n=22)

| Transfer of agricultural technologies and information before and after             | NAEP Implementation mean |      | EWs in Siaya County |         |    | Sig (2- tailed) |
|------------------------------------------------------------------------------------|--------------------------|------|---------------------|---------|----|-----------------|
|                                                                                    |                          |      | Mean                | T- test | df |                 |
| Introduction of more agricultural extension services providers in the field        | Before                   | 1.44 | -0.50               | 1.861   | 21 | 0.002           |
|                                                                                    | After                    | 1.13 |                     |         |    |                 |
| Introduction of group approach                                                     | Before                   | 1.41 | -0.50               | 1.691   | 21 | 0.002           |
|                                                                                    | After                    | 1.12 |                     |         |    |                 |
| Introduction of Collaborative among agricultural extension service providers       | Before                   | 1.69 | 0.69                | 5.745   | 21 | 0.000           |
|                                                                                    | After                    | 1.00 |                     |         |    |                 |
| Frequency of FEWs interaction with farmers was better before and after the reforms | Before                   | 1.44 | 0.31                | 2.611   | 21 | 0.020           |
|                                                                                    | After                    | 1.13 |                     |         |    |                 |

|                                                                                                                                            |        |      |      |       |     |       |
|--------------------------------------------------------------------------------------------------------------------------------------------|--------|------|------|-------|-----|-------|
| Demonstrations held on farmers farms by agricultural extension officers as a means of availing technologies and information were adequate. | Before | 1.68 | 0.03 | 4.524 | 21  | 0.001 |
|                                                                                                                                            | After  | 1.34 |      |       |     |       |
| Consulted agricultural extension officers whenever there was need                                                                          | Before | 1.68 | 0.34 | 8.071 | 149 | 0.000 |
|                                                                                                                                            | After  | 1.34 |      |       |     |       |

The result in table 2 indicate that the t-values for the two tailed significance levels of the difference sample means for the response was 0.002 for introduction of more agricultural extension services providers in the field, 0.002 for the introduction of group approach and for introduction of Collaborative among agricultural extension service providers and for consulted agricultural extension officers whenever there was need. It was 0.020 for frequency of FEWs interaction with farmers was better before and after the reforms and 0.001 for the demonstrations held on farmers' farms by agricultural extension officers as a means of availing technologies and information were adequate.

The result indicate that there was statistical significant difference at  $P < 0.025$  observed in all the five variables tested for improvement in agricultural technology transfer due to pluralistic demand driven approach.

## **Study 2:**

### **INTRODUCING DEMAND-DRIVEN EXTENSION APPROACH IN A TRADITIONAL REGION: A CASE STUDY FROM PAKISTAN**

-M. Kalim Qamar,2011

#### **Study Area:**

FAO commissioned a case study to be carried out in the Azad Jammu & Kashmir (AJK) region of northern Pakistan, where the modality was introduced under an FAO pilot project TCP/PAK/2905, “Strengthening the extension capacities for community demand-driven planning for natural resources management in the Azad Jammu & Kashmir Region” from 2003 to 2005.

#### **Methodology:**

Necessary information was obtained from the review of various documents, observations through field visits to pertinent locations, conversations with COs’ men and women members, participation in regular district-level meetings, and discussions with a significant number of government officials as well as those outside the government.

#### **Implementation of the Demand-driven Extension Approach Components**

- ☞ A grassroots, community based process for preparing plans for demanding extension and other services;
- ☞ COs of rural men and women;
- ☞ Gender-sensitive training modules on grassroots planning;
- ☞ Audio-visual aids to facilitate the use of the training modules;

- ☞ Institutional mechanism to facilitate, support and coordinate the process of grassroots planning by COs;
- ☞ Capacity building, training and/or orientation of the stakeholders in grassroots planning, using the training modules and audio-visual aids;
- ☞ Participatory monitoring and impact assessment of the delivered services.

## **Conclusions:**

### ☞ **Demand-driven approach enjoyed by empowered rural communities –**

The demand-driven approach, introduced initially for extension services, is being used by the Community Organizations for demanding multi-disciplinary services for their development. Beyond doubt, both men and especially women Community Organizations have been empowered by adopting the grassroots planning mechanism. This is evident from their strong motivation to create local NGOs, Clusters and Local Support Organizations in villages, as well as from the active and constructive dialogue that takes place between government officials and community representatives at periodic district level meetings. In some instances, district level government officials have been found to be somewhat uncomfortable, due to strong interventions by the community representatives, especially women.

### ☞ **Government support for demand-driven approach**

There is ample evidence in the field that the demand-driven approach for agricultural extension and other services has taken roots in the AJK region. Most government officials have supported the new approach, even though many of them are not adequately familiar with the details of the concept, rationale and the process of grassroots community based planning. There is no doubt that the involvement of government officials at all levels has enhanced the adoption of the

new concept, but the officials need more understanding of the evolving, bottom-up planning process, as well as the rationale behind the provision of demand-based rather than supply-driven services to rural communities.

☞ **Communities' preference for multi-disciplinary services**

Although it cannot be concluded at this time that the extension services in the AJK have firmly become demand-driven yet it is indeed satisfying to see how the process of grassroots community based planning for demanding extension services, introduced only a few years back in this traditional region, has been adopted by rural communities for a larger purpose. The process is now used not just for the purpose of demanding agricultural extension services but for a variety of tangible and non-tangible services. This is done through the preparation of multi-disciplinary plans, rightly called as Village Development Plans.

☞ **Enhanced self-help tendency**

The self-help tendency among villagers has increased and the dependency on the government for services is visibly on decline. Another impact seen after the earthquake, which struck the region in 2005, is the increased knowledge of Community Organizations' members about possible sources of funds other than the government, which they try to explore for funding their development activities.

☞ **Women in the forefront**

There are not many traditional and poor places in developing countries where such an impressive example of gender-sensitivity can be seen, as observed in the AJK region. Gender-sensitivity has been an essential factor kept in view while organizing the Community Organizations in villages. Women are in the forefront of rural and agricultural development programmes and, no surprise, some of them were recently sent on overseas study-tours under an FAO project. Women hold offices in Community Organizations and are visibly vocal in district meetings,

demanding explanation from government officials if the services requested by them have not been satisfactorily delivered.

☞ **Small, coherent rural communities: a positive factor**

With the exception of a couple of districts, almost all villages in the AJK are mountainous. They are small and the resident families know one another. As such, the appreciation of different types of common problems faced by them and the need for their solutions is quite evident. The coherent nature of the rural population and small size of rural communities has been a positive factor in popularizing the concept of demand-driven approach and the need for community based planning for this purpose.

☞ **Valuable human capital**

There are sufficient number of men and women from AJK who have received training in social mobilization under various rural community-focused donor-funded projects. Most of them have also passed through first-hand experience of working with rural men and women. Many of them actively participated in the capacity building exercises organized for the introduction of the demand-driven approach.

☞ **Sustainability issue**

There is no guarantee that opportunities to keep the trained local staff and Community Organizations engaged in the demand-driven approach will keep coming from donors in the form of sizable projects focused on rural community development. The government unfortunately does not have adequate financial resources to sustain the gains through relevant projects. The AJK-Rural Support Programme (AJK-RSP) has been created to deal with precisely this kind of situation but it needs a lot of strengthening before it can deliver effectively.

### **Study 3:**

#### **EAST AFRICA: CATALYTIC ACTION FOR THE EMERGENCE OF FARMER EMPOWERMENT FOR “DEMAND-DRIVEN” EXTENSION**

- Clive Lightfoot , 2004.

This case study examines a “catalytic action” by the International Support Group (ISG) to empower farmers as a precursor to successful implementation of “demand-driven” extension policy reforms.

**The catalytic action is a “one time” short intervention executed in three phases:**

1. First, exploration of interest among key stakeholders;
2. Second, self organization among interested stakeholders;
3. Third, capacity building in multi-stakeholder collaborative learning processes.

☞ Farmers were disappointed because they were not getting free inputs and training that they were used to receiving.

☞ Extension officers were disappointed because they were not getting the wherewithal to visit farmers and run their usual campaigns.

☞ Local governments were disappointed because “their” extension staff was not working hard for them as they were being used for party politics or by NGO’s.

☞ Getting “demand-driven” extension started was harder than the planners and policymakers thought.

- ☞ Farmers cannot be empowered by order from above. Rather, empowerment comes through self-realization, self organization, and collective action.

### **Catalytic Action for Farmer Empowerment**

The catalytic action initiated the emergence of farmer empowerment for “demand-driven” extension through

- (a) Helping farmers to articulate “common” future visions of their community and demand services
- (b) Helping farmers negotiate with public and private service providers for the necessary services
- (c) Changing the relationships between key stakeholders such that they can all collaborate to help farmers realize their future visions
- (d) Facing up to the implications this has for the way each organization worked

**Table 3. Sequence of Events in Catalytic Actions**

| <b>Phase</b>       | <b>Action</b>                                                                |
|--------------------|------------------------------------------------------------------------------|
| Exploratory        | Facilitated the brainstorming on “What does a learning approach mean to us?” |
| Self -organization | Self formation of national or district multi-stakeholder groups              |
| Capacity building  | Facilitated multi-stakeholder collaborative learning workshops               |

### **Strengths and Success Factors:**

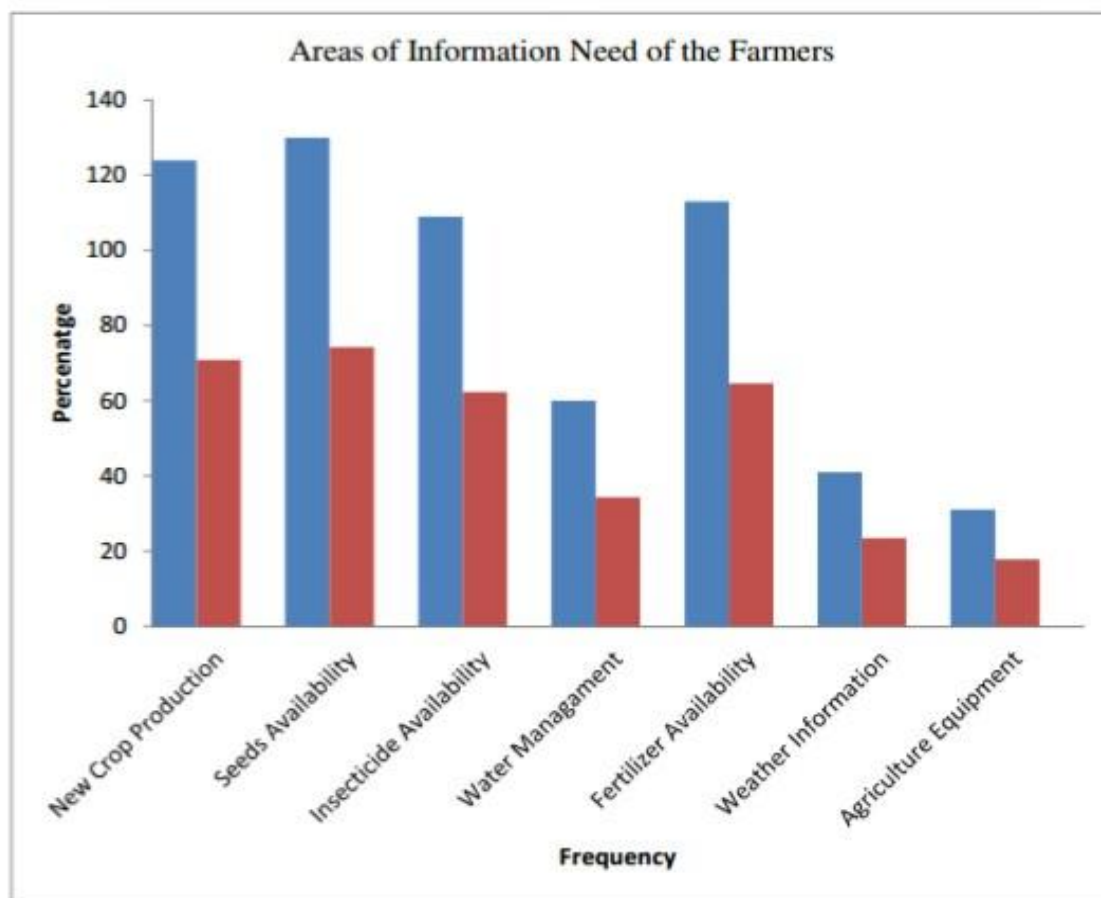
- ☞ Ensuring the ownership of collaborative learning processes to bring multiple stakeholders together.
- ☞ Using vision-based planning
- ☞ Encouraging collaborative behavior and attitudes.
- ☞ Facilitating direct interaction between stakeholders

**Study 4:**

**INFORMATION NEEDS OF THE RURAL FARMERS: A STUDY  
FROM MAHARASHTRA, INDIA: A SURVEY**

- Nitin ,2012.

(n= 180)



The results revealed that new crop production, seeds availability, insecticide availability, water management, fertilizer availability, weather information and agriculture equipment are the areas of information required by the farmers.

## **Study 5:**

### **COMMODITY BASED ASSOCIATIONS ESTABLISHED UNDER RURAL BIO-RESOURCE COMPLEX, UAS, BANGALORE**

- ☞ April 2005 to March 2010
- ☞ Number of families: 8340
- ☞ Number of villages: 75, Tubagere Hobli
- ☞ Geographical area: 13990 hectares
- ☞ Cultivated area: 9469 hectares
- ☞ Enhanced net income: 3 folds

#### **Mandate:**

- ☞ To increase farmers income and living standards by way of addressing end-to-end users

#### **Special features of the project:**

- ☞ Profitable and sustainable technologies
- ☞ Information support system
- ☞ Providing quality critical inputs
- ☞ Effective functional linkage
- ☞ Marketing support
- ☞ Start of commodity producers associations

## **CONCLUSION:**

Agricultural extension is back on the global development agenda, and reform measures are being actively pursued in many parts of the developing world. India is an important case to watch because of its longstanding commitment to supporting the vital role of extension in agricultural development. Moreover, India is a major reformer, with many exciting innovations fostering improved service provision and agricultural outcomes. But the process is thus far incomplete, not only in implementation but also in policy analysis. We have endeavored to identify some important gaps in analysis and some key issues that still need to be addressed. This is a time for agricultural policymakers to reflect afresh on the unmet demands, implicit and explicit, for provision of agricultural extension services to all of India deserving farmers.

So, Demand Driven Approach is the need of the hour to fill the knowledge gaps. It is a Demand to Demand concept i.e.,

“Consumers demand for quality product

Farmer demand for information

Extension advisors will provide that information”

So finally it’s “**Demand to Demand**” Concept.

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## **QUESTIONS AND DISCUSSION:**

### **1. How public sector can be made more demand driven?**

Answer:

Public sector extension is often not responsive to farmers' demands owing to a range of government failures. Strategies to make public sector extension more responsive to farmers' demands include decentralization of extension agencies, increased autonomy of extension agencies, contracting extension services and involving farmers in awarding the contracts, using funding mechanisms such as cost recovery to encourage farmers to express their demands, using management techniques such as new public management to emphasize responsiveness to clients, and using participatory extension methods.

### **2. Has extension in India become more demand driven?**

Answer:

The framework of demand driven approach was obviously inspired by the reform experience of the ATMA model. Studies evaluating the impact of the pilot operations have not focused on the question of whether extension has become more demand-driven, but according to various unpublished World Bank project documents, they have demonstrated encouragingly positive results.

### **3. Does RSK come under demand driven approach?**

Answer:

Yes, Raitha Samparka Kendra comes under demand driven approach. It included decentralization of extension agencies, encourage farmers to express their

demands, using management techniques such as new public management to emphasize responsiveness to clients.

**4. Is Extension and advisory services are similar or different?**

Answer:

Both extension and advisory services looks similar but they are identical. Both are used for serving better to the farming community.



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**ID No:** PALB 4022

**Class:** III Ph. D.

**Date:** 07/10/2016

**Time:** 1.30 PM

**Venue:** Seminar Hall

**III Seminar**

**Demand-Driven Approaches (DDA) to Agricultural Extension and Advisory services**

Many countries have recognized the need to revive agricultural advisory or extension services as a means of using agriculture as an engine of pro-poor growth; reaching marginalized, poor, and female farmers; and addressing new challenges, such as environmental degradation and climate change. In spite of ample experiences with extension reform worldwide, identifying the reform options most likely to make extension more demand-driven remains a major challenge. The concept of demand-driven services implies making extension more responsive to the needs of all farmers, including women and those who are poor and marginalized. It also implies making extension more accountable to farmers and, as a consequence, more effective. Keeping these aspects in view, the present seminar has been conceptualized with the following objectives:

4. To understand the concept of demand-driven approaches to extension and advisory services.
5. To know the frame work and steps of demand-driven approaches.
6. To review the studies related to demand-driven approaches.

**Concept of demand and demand-driven**

‘Demand’ is defined as what people ask for, need and value so much that they are willing to invest their own resources, such as time and money, in order to receive the services.

“Demand-driven” refers to finding a good fit between the knowledge and information desired by farmers and the services delivered by extension service providers.

**Demand driven approaches**

Demand-driven Extension approaches and Advisory Services fundamentally have the farmer at their centre. They are farmer-centred, farmer-led, bottom-up and participatory services that focus on what farmers identify as their needs and desires for information, services and support.

**DDA approaches cover a range of transactions**

1. Advisory services
2. Facilitation approaches
3. Participatory extension methods

### **Frame Work of DDA**

- ✓ Promoting and organizing demand.
- ✓ Facilitating linkages to service providers.
- ✓ Enabling dialogue with advisory services
- ✓ Developing demand side financing.
- ✓ Ensuring quality services.
- ✓ Managing and organizing delivery of advisory services / operational side.
- ✓ Managing change through learning.

### **Development of demand driven advisory services consists in principle of five steps:**

1. Formulation of demand among farmers
2. Dialogue and negotiations with service providers
3. Preparation of services
4. Delivery of services
5. Evaluation of the services.

### **Approaches to make Agricultural Extension/ Advisory Services Demand-driven**

1. Market-Based Extension
2. Public Sector Extension
3. Organization based Extension (NGO, FBO)

- Birner and Anderson (2007)

### **Constraints for DDA**

1. Low capacity of farmers to demand for particular approaches.
2. Low capacity of extension/advisory agencies to provide some technologies.
3. Policies and government support are weak.
4. Limited capacity to regulate and coordinate multiple providers for advisory services.
5. Coverage in remote areas and among poor farmers is still limited.

### **Research study:**

Qamar (2011) in his study on introducing demand-driven extension approach in a traditional region: a case study from Pakistan, revealed that demand-driven approach enjoyed by empowered rural communities, most government officials have supported the new approach, communities' preference for multi-disciplinary services. The self-help tendency among villagers has increased and the dependency on the government for services is visibly on decline.

### **Conclusion**

Agricultural extension is back on the global development agenda, and reform measures are being actively pursued in many parts of the developing world. India is an important case to watch because of its longstanding commitment to supporting the vital role of extension in agricultural development. Moreover, India is a major reformer, with many exciting innovations fostering improved service provision and agricultural outcomes. But the process is thus far incomplete, not only in implementation but also in policy analysis. We have endeavored to identify some important gaps in analysis and some key issues that still need to be addressed. This

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