

# C-AEP Bangladesh - Major Innovations and Cross-learning Opportunities

Dr. R.K. Tripathi, Director (Technical)  
National Seed Association of India  
Ex. Director (Extension/IT)  
Department of Agriculture & Cooperation  
Ministry of Agriculture, Government of India

## Challenges of Agriculture Sector in South Asian Region

- ▶ About 80 per cent of South Asia's poor live in rural areas, most of whom depend on agriculture for their livelihood.
- ▶ Larger part of cropped area is rainfed/dryland.
- ▶ Sector is dominated by small farmers often with weak bargaining power and limited political voice.
- ▶ Women constitute the majority of agricultural labour in small-scale and subsistence farming in the region.
- ▶ Faced by several new challenges - deteriorating natural resources base, shrinking farm base, climate change, and increasing deregulation of trade.
- ▶ Funding constraints and poor organizational design and implementation.

# Need for Reforms in Agricultural Extension in the Region

- Policy support for pluralistic, demand driven and gender responsive extension services
- Need for convergence of extension efforts and pooling/sharing of resources
- Extension models centering around small farmers, farm youth and farm women
- Capacity building of the district/block level extension agencies to respond the field problems
- Skilling farmers and other stakeholders.
- Deployment of manpower at various levels in a gap filling mode,
- Strengthening R&E linkages
- Technology-specific extension requirements, addressing climate change, natural resource conservation, high-tech farming, and precision agriculture

# Need for Reforms in Agricultural Extension in the Region

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- Enhancing ICT application, value-chain management, greater market integration
- Strengthening extension set-up in allied sectors
- Increased investments and extension infrastructure
- Greater outreach of existing extension models,
- Promoting PPP and private paid extension initiatives
- Need for in-built M&E for timely correctives in extension actions,
- Need for capturing country experiences for strategic advantages, etc.

Several innovative approaches have been tried in different South Asian countries, however, these are not shared due to lack of any platform for sharing and networking among extension professionals.

# Extension Innovations in Bangladesh

# Extension innovations across sectors and various levels with perceptible impact

- ▶ Pluralistic, Decentralized Extension Approach
- ▶ Integrated, Value Chain Approaches
- ▶ Seed production and distribution systems      Crop and soil fertility management  
    Postharvest technologies      Integrated rice-duck farming
- ▶ Innovative Extension Methods - The PETRRA project explored new extension methods like:
  - ▶ Women-led group extension
  - ▶ Farmers' Business school
  - ▶ Whole family approach
  - ▶ Participatory video
  - ▶ "Going Public" events
  - ▶ Krishi Bioscope
  - ▶ Picture songs
- ▶ Partnerships Across Sectors - the PETRRA project brought together diverse stakeholders to develop and disseminate innovations

# Extension Innovations - Bangladesh

- ▶ Agriculture portal (*Krishi Batayon*),
- ▶ Digital farmer database and agriculture profile,
- ▶ Farmer-friendly call service-3331,
- ▶ Direct communication with the local extension workers,
- ▶ Farmers' window-problem identification by matching image library,
- ▶ *Krishi* Bioscope- use of YouTube video channel, e-pesticide prescriber,
- ▶ Digital crop clinic,
- ▶ Urban agriculture

# Scope for Cross Learning

- ▶ **Delegation Visits and Workshops:** Bangladesh has participated in delegations, such as the one organized by the Modernizing Extension and Advisory Services (MEAS) initiative, which included officials from Bangladesh, India, and Nepal.
- ▶ **Innovative Extension Mechanisms**
- ▶ **Multi-Stakeholder Platforms**
- ▶ **Digital Technologies**
- ▶ **Adaptation of Proven Models:** The Developing Local Extension Capacity (DLEC) project emphasizes the importance of locally relevant and cost-effective extension systems- offers greater opportunities for collaboration
- ▶ **Capacity Building and Training**



# Lessons for Future Extension Interventions and Collaborations

Specific Areas identified for strengthening farm extension services -

- ▶ Policy interventions
- ▶ Programs
- ▶ Flexi Funding
- ▶ Convergence of Extn Efforts
- ▶ New HRD Interventions
- ▶ PPPs in Extension
- ▶ Extension in allied areas

# Lessons for Future Extension Interventions and Collaborations

Specific Areas identified for strengthening farm extension services -  
Contd..

- ▶ Extension through private sector -
- ▶ Partnerships with CGIAR and other International Institutions institutes-
- ▶ Partnership with other countries -
- ▶ Strengthening ICT applications in Extension services across the sectors and at various levels
- ▶ Application of Social Media in Extension Services
- ▶ Interventions through credible NGOs, Farmer Empowered Groups, Farm Cooperatives, etc.
- ▶ Funding possibilities

# Way Forward

- ▶ Farming Practices are always changing depending on demand of the market & through use of frontier technologies.
- ▶ Regular capacity building of agriculture extension service provider of different levels & farmers through adequate advance training program can play very significant role for enhancing farm productivity & production.
- ▶ Adequate linkage within Education- Resource- Extension- Farmers- Market linkages & better coordination within relevant stakeholders are very needed for maintain sustainable agro food system.
- ▶ Frontier technologies like AI, IOT, SENSOR need to be in cooperated with existence Innovation & Service Systems.
- ▶ Coordination between public & private extension service providers need to be strengthened based on the demand of the time.

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**Thank You**