

# COUNTRY AGRICULTURAL EXTENSION PROFILE (C-AEP) SRI LANKA

Country Resource Person (CRP)

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# I. BASIC DETAILS OF FARMING

- Cultivated Area (million ha) - Irrigated/ Rainfed/ Dryland

Approximately 1.37 million hectares (According to world bank data)

This figure represents the total arable land in the country, including land used for temporary crops, market gardens, and temporarily fallow land.

- Farming Population (million) - Categorywise as applicable  
approximately 6.57 mn

## II. AGRICULTURAL EXTENSION INVENTORY SCHEMES & PROGRAMMES

# Extension Schemes and Programmes : Federal

- Training and education
- Demonstrations
- Using Educational materials (Providing farmers with information through manuals, videos, and other materials), mass media and social media
- Participatory approach
- Mobile apps (Ex- Krushi Advisor, Other apps developed by Department of Export Agriculture and COCONU app by Coconut Cultivation Board)
- 1920 Agriculture Advisory service (Technical information given through telephone and SMS)
- Websites

# Extension Schemes and Programmes : Provincial

- Training and education
- Demonstrations
- Using Educational materials (Providing farmers with information through manuals, videos, and other materials) and social media
- Participatory approach

# Extension Schemes and Programmes : Others

- Involvement of private sector
- Private extension services (Providing advice on seeds, fertilizers, pesticides, machinery, credit, insurance, ect.....)
- Mobile Apps introduced by Dialog mobile company (Govi Mithuru /Ulavar Thozhan for crop farmers and Saviya Dairy farming advisory service)
- Bours, CIC, Hayles, Unipower, Dimo like companies have their own extension services. They also follow the common schemes like training and education, demonstration, using educational materials, participatory approach, use of social media and websites
- Involvement of NGOs (FAO, Caritas, World Vision, Sarvodaya, ect....)
- They work collaboratively with the government officers
- Providing incentives

# SECTOR SPECIFIC PROGRAMMES/SCHEMES: SUPPORTING EXTENSION SERVICES

- Crops Sector: mainly by the Department of Agriculture. Both Central Government and the Provincial Departments
- Horticulture: mainly by the Department of Agriculture. Both Central Government and the Provincial Departments
- Animal Husbandry and Dairying : Department of Animal Production & Health
- Fisheries: Department of Fisheries and Aquatic Resources
- Other Farm Enterprises -(Mushroom, Beekeeping, Sericulture, etc.): mainly by the Department of Agriculture. Both Central Government and the Provincial Departments
- -Farm Credit : The New Comprehensive Rural Credit Scheme
- -Agricultural Marketing : DoA
- -Agricultural Infrastructure : (Post-harvest processing and management) National Institute of Post Harvest Management
- -Agricultural Mechanization : DoA

# EXTENSION NETWORK IN PUBLIC SECTOR

- Department of Agriculture (Provincial and Inter-provincial) –
- Principle Scientists, Principle Agronomists, Deputy Agriculture Directors, Assistant Agriculture Directors, Agriculture Instructors, Technical Assistants
- Department of Export Agriculture –
- Assistant Directors, Extension Officers
- Sri Lanka Mahaweli Authority –
- Agricultural Extension Specialists (Agronomists), Field Officers or Development Assistants
- Sri Lanka Hadabima Authority –
- Zonal officers
- Tea Smallholder Development Authority –
- Tea Inspectors



# EXTENSION NETWORK IN PUBLIC SECTOR

- Rubber Development Department –
  - Rubber Development Officer
- Coconut Cultivation Board –
  - Coconut Development Officer
- Sugarcane Research Institute –
  - Sugarcane Development Officers
- The Department of Animal Production and Health –
  - Livestock Promotion Officers, Livestock Extension Specialists, Livestock Development Officers
- Department of Agrarian Development –
  - Agriculture Research and Production Assistants
- National Institute of Post Harvest Management (NIPHM) –
  - Extension Officers

# EXTENSION NETWORK IN PRIVATE SECTOR

Primarily provided by companies within the agricultural supply chain, like seed producers, fertilizer distributors, agrochemical companies, and machinery dealers.

Major players like CIC Agri Businesses (Private) Ltd. Hayleys Agriculture Holdings Limited, AgStar PLC, A. Baur & Co (Pvt) Ltd, Browns Agri Solutions, Quality Seed Company (Pvt) Limited, and Agro Ventures Plantations are known to have substantial extension programs through dedicated extension officers reaching a large network of farmers.

# EXTENSION NETWORK OF CGIAR AND OTHER INTERNATIONAL INSTITUTIONS

Department of Agriculture, which provides agricultural extension services across the country, often collaborating with international organizations on research and development projects; other key players include the Tea Research Institute, Rubber Research Institute, and the Department of Animal Production and Health, all offering specialized extension services within their respective fields collaborating with international organizations.

# EXTENSION MANPOWER AT VARIOUS LEVELS

- **Public Sector:** Agriculture Instructors – 2200, Extension Officers (DOE) , 921 Mahaweli Field Officers , Zonal Officers (Hadabima Authority) – 12, Tea Inspectors – 147, Rubber Development Officers – 111 (9 senior RDOs are included), Coconut Development Officers – 259, Sugarcane Development Officers, Livestock Development Officers – 337, Agriculture Research and Production Assistants - 9600
- Private Sector: Not documented
- Others: Not documented

# EXTENSION INSTITUTIONS AT VARIOUS LEVELS: PUBLIC SECTOR

- -Federal , Regional, Provincial, District, Block & Cluster : Department of Agriculture (Provincial and Inter-provincial): Department of Export Agriculture
- Sri Lanka Mahaweli Authority
- Sri Lanka Hadabima Authority
- Tea Smallholder Development Authority
- Tea Research Institute
- Rubber Development Department
- Rubber Research Institute
- Coconut Cultivation Board
- Coconut Development Board
- Coconut Research Institute
- Sugarcane Research Institute
- The Department of Animal Production and Health
- Department of Agrarian Development
- National Institute of Post Harvest Management (NIPHM)

# EXTENSION INSTITUTIONS AT VARIOUS LEVELS: PRIVATE SECTOR (Companies, Corporates etc.)

Major players like CIC Agri Businesses (Private) Ltd. Hayleys Agriculture Holdings Limited, AgStar PLC, A. Baur & Co (Pvt) Ltd, Browns Agri Solutions, Quality Seed Company (Pvt) Limited, and Agro Ventures Plantations are known to have substantial extension programs through dedicated extension officers reaching a large network of farmers

# EXTENSION INSTITUTIONS AT VARIOUS LEVELS: NGO SECTOR

Sarvodaya (with a focus on rural development), Agromart Foundation (empowering rural women through entrepreneurship), Gami Sewa (promoting organic agriculture), and the Network of Agricultural Extension & Advisory Services (NAEASSL), which specifically focuses on agricultural extension activities

# FARMER ORGANIZATIONS IN EXTENSION

- Enlist Important Farmer Organizations (SHGs, FIGs, CIGs, Farmer Federations, Farmer Producer Organizations, Farmer Producer Companies, CBOs, etc.) Farmer Organizations which are grassroot groups of farmers working together, often focused on water management and local issues are operated at Agriculture Research and Production Assistant division level.
- In tea-growing regions, Farmer Producer Organizations (FPOs) are often referred to as "Tea Smallholding Development Societies (TSHDS)", which are farmer-based organizations that provide services like input supply, capacity building, processing, marketing, and financial services to their members.



# FARMER ORGANIZATIONS IN EXTENSION ...

- Smallholder Agribusiness Partnerships Programme (SAPP) under the Ministry of Agriculture, aimed at supporting rural smallholder farmers through public-private partnerships, and the Smallholder Agribusiness Resilience Project (SARP) focused on climate resilience and developing inclusive value chains for smallholders.
- In Sri Lanka, a prominent example of a farmer producer company is "Hayleys Agriculture," which operates under the Hayleys PLC umbrella, providing a wide range of agricultural services and products to farmers across the country, including seeds, fertilizers, crop protection solutions, and market access for their produce through an extensive out-grower network.

# FARMER ORGANIZATIONS IN EXTENSION ...

- Other notable examples include CIC Holdings, Quality Seed Company (Pvt) Ltd and HJS Condiments Limited
- In Sri Lanka, some community-based organizations focused on agriculture include: the Sri Lanka Women's Cooperative Society, the Kurunegala Organic Farmers' Cooperative, Tea Smallholding Development Societies (TSHDS), National Federation of Fish Workers and various farmer-based associations like the Small Organic Farmers Association and the Coconut Triangle Milk Producers' Union, which often focus on empowering women farmers, promoting organic farming, and providing market access to smallholder producers.

# FARMER ORGANIZATIONS IN EXTENSION

**Efforts in brief** - role delivery of extension services at various levels : Providing a wide range of agricultural services and products to farmers across the country, including seeds, fertilizers, crop protection solutions, and market access for their produce through an extensive out-grower network, Capacity building, Providing marketing and financial services to their members, Supporting rural smallholder farmers through public-private partnerships, Providing climate resilience and inclusive value chains for smallholders, Empowering women farmers, Promoting organic farming, Providing market access to smallholder producers

# FARMER ORGANIZATIONS IN EXTENSION

- Successful models of Farmer empowerment through commodity/ other aggregated groups
- Hayleys Agriculture - Operates under the Hayleys PLC umbrella, providing a wide range of agricultural services and products to farmers across the country, including seeds, fertilizers, crop protection solutions, and market access for their produce through an extensive out-grower network
- CIC Holdings - This company manages the entire agricultural supply chain from seed to shelf, connecting rural farmers to urban consumers with a focus on quality control;
- Quality Seed Company (Pvt) Ltd - A subsidiary under Hayleys Agriculture specializing in seed production and distribution
- HJS Condiments Limited - A Hayleys company that processes and exports fruits and vegetables, often sourcing from smallholder farmers

# FARM COOPERATIVES

- Brief details of Farm Cooperatives at various levels

The Morawak Korale Tea Producers Cooperative Society (MKTPCS), focused on tea production, The Sri Lanka Women's Cooperative Society which empowers women farmers with organic farming practices, and the Kurunegala Organic Farmers' Cooperative which provides access to organic inputs and marketing services for its members in the North-Western Province; additionally, the Dimbulagala Multi-Purpose Cooperative Society (DMPCS) is another example that focuses on improving seed paddy cultivation standards for farmers in the area.

# FARM COOPERATIVES

Efforts in delivery of extension services in brief : farm cooperatives contribute to extension services by directly reaching farmers with agricultural information and training through on-farm demonstrations, group meetings, and field visits, often focusing on new technologies, improved practices, and market access, while also facilitating access to inputs like seeds and fertilizers through collective purchasing power, thus playing a vital role in bridging the gap between research and farmer implementation, especially in remote areas

### III. FARM RESEARCH SET UP & THEIR BACK UP TO EXTENSION

# FARM RESEARCH SET UP & THEIR BACKSTOPPING TO EXTENSION SERVICES AT VARIOUS LEVELS

**Federal Research Institutes and their extension operations :** Awareness programmes to the extension officers by the research officers attached to the following Institutes: Rice Research and Development Institute, Field Crops Research and Development Institute, Horticultural Research and Development Institute, Fruit Research and Development Institute, Natural Resources Management Centre, Farm Mechanization Research Center, Tea Research Institute, Rubber Research Institute, Coconut Research Institute, Sugarcane Research Institute, Central Research Station of DOEA in Matala, Cinnamon Research Institute, The Veterinary Research Institute, National Institute of Post Harvest Management



# FARM RESEARCH SET UP & THEIR BACKSTOPPING TO EXTENSION SERVICES AT VARIOUS LEVELS ...

- **Regional /Provincial /District level Research set up and their extension operations:** Extension officers of inter-provincial and provincial setups participate awareness programmes conducted by national research institutes, participate PTWG meetings and in-service training programmes for acquiring knowledge and assist bridging research extension gap through research extension dialog and finally the acquired knowledge is disseminated among farmers

# FARM RESEARCH SET UP & THEIR BACKSTOPPING TO EXTENSION SERVICES AT VARIOUS LEVELS ...

- Research and Extension Linkages Mechanisms at various levels:

Faculties of Agriculture of National Universities of Sri Lanka conduct research and the findings of these researches are disseminated by conducting trainings for extension officers and farmers. They sometimes conduct field demonstrations and participatory approaches collaborating with agriculture extension institutes are also used

# FARM RESEARCH SET UP & THEIR BACKSTOPPING TO EXTENSION SERVICES AT VARIOUS LEVELS ...

- HRD interventions operated by the the above: Providing valuable and knowledgeable graduates for the agricultural development of the country. Approximately 800 agriculture graduates are produced by the National Universities of Sri Lanka
- Other than this national agriculture universities conduct training programmes for field extension officers and farmers for human resource development

## IV. EXTENSION MODELS IN OPERATION

# Details of Farm Extension Models, performance, constraints, etc. in Public Sector

- Extension Model Used - The public sector in Sri Lanka primarily utilizes the "Training and Visit" (T&V) model for agricultural extension, alongside other approaches like block demonstrations, integrated agricultural extension, and conventional technology transfer, adapting to different crops like paddy, vegetables, fruits, other field crops, tea, rubber, coconut, and minor export crops
- Performances – dedicated extension officers provided desired performances
- Constraints – Lack of extension staff, Heavy workload on extension officers, Officers leaving the jobs due to low salaries and heavy work load, poor research-extension linkages, lack of comprehensive national policy.

# Details of Farm Extension Models, Performance, Constraints, etc. in Private Sector

- Brief details for agri extension programmes focused on Farm entrepreneurs,
- Providing access to finance, technical expertise,
- - Creating market linkages
- - Supplying inputs like seeds and fertilizers
- - Training on modern farming practices
- - Providing guaranteed market prices through contract farming
- - Facilitating value addition to agricultural products

# Details of Farm Extension Models, Performance, Constraints, etc. in Private Sector ...

- Brief details for agri extension programmes focused on Start-ups,
- Providing access to essential inputs like seeds, fertilizers, and machinery
  - - Offering technical expertise and training
  - - Facilitating market linkages
  - - Providing guaranteed pricing through contract farming
  - - Offering financial assistance through dedicated schemes
  - - Helping new farm businesses scale up and access wider markets while improving their operational efficiency and profitability

# Details of Farm Extension Models, Performance, Constraints, etc. in Private Sector ...

- Brief details for agri extension programmes focused on Partnerships by providing crucial services like technical expertise, market access, guaranteed pricing, input supplies, training, and financial assistance to farmers, often through contract agreements, thereby improving the farmers' productivity and income while securing a reliable source of quality produce for the company; this is often done through initiatives like "out-grower schemes" where companies directly engage with smallholder farmers across the value chain



# Details of Farm Extension Models, Performance, Constraints, etc. in Private Sector ...

- Brief details for agri extension programmes promoted by the private sector at various levels by providing crucial inputs like seeds, fertilizers, machinery, and technical expertise, facilitating market access through direct purchase and contract farming, offering financing options, promoting value addition through processing and export activities, and engaging in agricultural extension services to educate farmers on modern farming practices, ultimately aiming to improve productivity and profitability of farm enterprises across various levels in the agricultural value chain.

## V. EXTENSION FOR FARM WOMEN AND FARM YOUTH

# EXTENSION FOR FARM WOMEN

- Funded by the Federal Agencies and Provincial Agencies: Farm women entrepreneurship promotion - Helps women increase their income through farming
- Farmer Women Agriculture Organizations - Helps women organize and access services and benefits
- Customized training: Helps women learn new farming techniques and
- financial skills
- Production projects - Helps women with agricultural activities they are responsible for, like food crop production
- Income projects - Helps women supplement their income, like through vegetable growing or handicrafts

# EXTENSION FOR FARM WOMEN ...

- Funded by Other sources : Customized training: Helps women learn new farming techniques and
- financial skills
- Production projects - Helps women with agricultural activities they are responsible for, like food crop production
- Income projects - Helps women supplement their income, like through vegetable growing or handicrafts

# EXTENSION FOR FARM YOUTH

- Funded by the Federal Agencies and Provincial Agencies
- Young Farmers' Club - Helps strengthen the movement of young farmers and direct them to the agriculture sector
- Training - Helps young farmers learn technical, soft, and financial skills
- Access to markets and credit - Helps young farmers get their produce to market and access credit

# EXTENSION FOR FARM YOUTH ...

- Funded by the funded by Other sources
- Training – Helps young farmers learn technical, soft, and financial skills
- Access to markets and credit - Helps young farmers get their produce to market and access credit

## VI. MEDIA SUPPORT TO AGRICULTURAL EXTENSION

# USE OF MASS MEDIA

- Print media, Fairs and Exhibitions and Folk, Radio (public and private), Television (public and private), Community radio :
- Print Media – Printing leaflets, technical bulletins, national news papers, magazines and booklets on technical matters. This is done by public sector, private sector and other organizations
- Radio programmes – Farm Broadcasting Service provide opportunities to disseminate agriculture information to the farmers. Rasa Janani is a radio program produced by the Department of Export Agriculture
- Television programs – Mihikatha Dinuwo, Govibimata Arunalu, Uyarum Ulavum, Rividina Arunella, Sangaunu Kahawanu like TV programs telecasted by National Television Corporation, Ranbimata Aswenna telecasted by Independent television network are examples for TV programs.



# USE OF MASS MEDIA....Contd

- Content Development, Content Treatment, Content delivery, Impact assessment.
- The NAICC video section of the Department of Agriculture produces more agricultural technology programs that are broadcast on secondary media such as Peo TV, Dialog TV, Haritha TV, Krushi TV Youtube, and Facebook.

## VII. ICT APPLICATION INNOVATIONS IN EXTENSION THROUGH PUBLIC AND PRIVATE SECTOR

# ICT APPLICATION INNOVATIONS IN EXTENSION

- Enlist major ICT Applications/Initiatives
- Websites and Portals – Websites of Department of Agriculture, Department of Export Agriculture, Rubber Research Institute, Tea Research Institute, Coconut Cultivation Board, Coconut Development Authority, Coconut Research Institute, Sugarcane Research Institute, Department of Animal Production and Health provide technical information to the farmers and allows the publications to be downloaded
- You tube channels – Krushi TV, Youtube channel of Department of Export, Agriculture and Youtube channels by private sector
- Community Call Centres – 1920 call center by the Department of Agriculture
- Video Conferencing/ Webcasting – Online programs conducted by agriculture extension institutes (Public and Private sector institutes)
- Mobile apps : Krushi Advisor App, Coconu App, Mobile App by DEA, Govi Mithuru, Ulavar Thozhan and Saviya Apps by Dialog

# ICT APPLICATION INNOVATIONS IN EXTENSION ...

- Use of social media in extension (e.g. facebook, whatsApp, Instagram, Twitter, Pinterest, LinkedIn, etc.)

Almost all the agriculture extension institutes use facebook and whatsapp for disseminating agriculture knowledge, Department of Agriculture uses LinedIn too.

# ICT APPLICATION INNOVATIONS IN EXTENSION ...

- Important web links of Extension Service Providers at different levels
- Department of Agriculture - <https://doa.gov.lk/>
- Department of Export Agriculture - <https://dea.gov.lk/>
- Rubber Research Institute - [https://www.rrisl.gov.lk/index\\_e.php](https://www.rrisl.gov.lk/index_e.php)
- Tea Research Institute - <https://www.tri.lk/>
- Coconut Cultivation Board - <https://coconutsrilanka.lk/>
- Coconut Development Authority - <https://www.cda.gov.lk/>
- Coconut Research Institute - <https://cri.gov.lk/>
- Sugarcane Research Institute - <https://sugarres.lk/>
- Department of Animal Production and Health - <https://daph.gov.lk/>

## VIII. INNOVATIONS/SUCCESS STORIES - SCOPE FOR CROSS LEARNING

# Enlist Impacting Extension Innovations Across Sectors

- Adoption of "Training and Visit" method
- - Integrating information and communication technologies (ICT) like mobile advisory services
- - Utilizing private sector involvement in extension programs
- - Focusing on specific plantation crops like tea and rubber, coconut and sugarcane incorporating block demonstration approaches to showcase new agricultural techniques to farmers

# Enlist of Replicable Success Stories Across the Sectors

- Tea Smallholding Development Societies (TSHDS), farmer-based organizations that provide services like input supply, capacity building, processing, marketing, and financial services to their members
- Smallholder Agribusiness Partnerships Programme (SAPP) under the Ministry of Agriculture, aimed at supporting rural smallholder farmers through public-private partnerships
- Smallholder Agribusiness Resilience Project (SARP) focused on climate resilience and developing inclusive value chains for smallholders.
- Sri Lanka Women's Cooperative Society, which focus on empowering women farmers



# Enlist of Replicable Success Stories Across the Sectors ...

- Kurunegala Organic Farmers' Cooperative, which provides access to organic inputs and marketing services for its members in the North-Western Province
- Small Organic Farmers Association for promoting organic farming
- Coconut Triangle Milk Producers' Union for providing market access to smallholder producers
- Hayleys Agriculture which operates under the Hayleys PLC umbrella, providing a wide range of agricultural services and products to farmers across the country, including seeds, fertilizers, crop protection solutions, and market access for their produce through an extensive out-grower network

# Scope for Cross Learning of Extension Innovations Within the Country and with Other Partner Countries

- About the use of ICT applications as an extension innovation

# Scope for Cross Learning of Success Stories Within the Country and With Other Partner Countries

- Experience of Indian agriculture extension innovations including utilizing "Krishi Vigyan Kendras" (KVKs) for field testing and farmer outreach, embracing market-led extension approaches to align with market demands, leveraging digital platforms for e-extension services, promoting private sector involvement in technology delivery, and focusing on climate-resilient agricultural practices through extension programs
- - Experience of agriculture extension innovations of United States including New Technologies for Ag Extension Program (NTAE) and the Cooperative Extension System (CES)

## **IX. LESSONS FOR FUTURE EXTENSION INTERVENTIONS AND COLLABORATIONS**

(Pl. refer the 15 leads provided in the format)

# Indicative Areas for Collaboration/Pilots to Strengthen Farm Extension Services

- Policy interventions: increasing funding for extension programs, developing a robust training system for extension workers, promoting farmer-to-farmer knowledge sharing, utilizing technology for information dissemination, establishing strong partnerships with private sector and NGOs
- Innovative Programmes: use of digital technologies (Mobile Apps, SMS/WhatsApp Groups, Online Learning Platforms, Precision Agriculture Platforms), use of participatory approaches (Farmer Field Schools, Community-Based Advisory Groups, Peer-to-Peer Learning), providing specialized trainings (trainings on climate-smart agricultural practices, organic farming certification, value chain development)

# Indicative Areas for Collaboration/Pilots to Strengthen Farm Extension Services ...

- Flexi Funding: government allocations, donor agencies, private sector partnerships, farmer contributions, and development projects
- Convergence of Extn Efforts : to eliminate duplication, maximize efficiency, and deliver a more comprehensive and impactful set of information and support to farmers by collaborating instead of working in silos
- New HRD Interventions: leveraging digital platforms for training and knowledge sharing, incorporating climate-smart practices into curriculum, fostering farmer-to-farmer learning networks, utilizing data analytics for targeted training, promoting leadership development for extension agents, and integrating entrepreneurship

# Indicative Areas for Collaboration/Pilots to Strengthen Farm Extension Services.....Contd.

- PPPs in Extension : governments can leverage the private sector's expertise, resources, and market reach
- Extension in allied areas : encompassing related fields like livestock rearing, fisheries, poultry farming, beekeeping, and horticulture
- Extension through private sector: offering advisory services and marketing tools.
- Partnerships with CGIAR and other International Institutions : International Rice Research Institute (IRRI) for agricultural extension, Food and Agriculture Organization (FAO), the Consultative Group on International Agricultural Research (CGIAR), and Climate Change Agriculture and Food Security (CCAFS) program.
- Partnership with other countries: FAO, USAID, and the Japan International Cooperation Agency (JICA).

# Indicative Areas for Collaboration/Pilots to Strengthen Farm Extension Services.....Contd.

- Strengthening ICT applications in Extension services across the sectors and at various levels: mobile apps, websites, social media, and digital platforms
- Application of Social Media in Extension Services : a readily accessible platform to disseminate timely information to farmers, facilitate two-way communication, share best practices, and promote knowledge exchange



# Indicative Areas for Collaboration/Pilots to Strengthen Farm Extension Services.....Contd.

- Interventions through credible NGOs, Farmer Empowered Groups, Farm Cooperatives, etc. : providing funds and resources and offering trainings. NGOs provide partnerships for agriculture extension services while farmer cooperatives gives bargaining power to the farmers.
- Funding possibilities
  - (i)Current arrangements : Ministry of Agriculture, with significant support from international organizations like the FAO (Food and Agriculture Organization), often in partnership with the European Union (EU) and USAID
  - (ii)Future possibilities Capture and Integrate innovations listed: To be discussed

**THANKS**