

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

1. BASIC DETAILS OF FARMING

1.1 Cultivated Area (Million Ha)

- 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.

1.2 Farming Population (million)

- According to Official Website of the International Trade Administration, over 30 percent of Sri Lankans are employed in the agricultural sector. Therefore approximately 6.57 people out of the 21.9 total population are involved in agriculture sector

2. AGRICULTURAL EXTENSION INVENTORY – SCHEMES & PROGRAMMES

2.1 Brief details of Extension Schemes and Programmes

- National Schemes
 1. Training and education
 2. Demonstrations
 3. Using Educational materials (Providing farmers with information through manuals, videos, and other materials), mass media and social media
 4. Participatory approach
 5. Mobile apps (Ex- Krushi Advisor, Other apps developed by Department of Export Agriculture and COCONU app by Coconut Cultivation Board)
 6. 1920 Agriculture Advisory service (Technical information given through telephone and SMS)
 7. Websites
- Provincial Schemes
 1. Training and education
 2. Demonstrations
 3. Using Educational materials (Providing farmers with information through manuals, videos, and other materials) and social media
 4. Participatory approach
- Other Extension Schemes
 - Involvement of private sector
 1. Private extension services (Providing advice on seeds, fertilizers, pesticides, machinery, credit, insurance, ect.....)
 2. Mobile Apps introduced by Dialog mobile company (Govi Mithuru /Ulavar Thozhan for crop farmers and Saviya Dairy farming advisory service)
 3. 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

1. Providing incentives

2.2 OTHER SECTOR SPECIFIC EXTENSION PROGRAMMES/SCHEMES

- Crops Sector

Extension programs are conducted mainly by the Department of Agriculture. Both Central Government and the Provincial Departments of Agriculture are involved in this. Department of Export Agriculture, Sri Lanka Mahaweli Authority, Sri Lanka Hadabima Authority, Tea Research Institute, Tea Smallholder Development Authority, Rubber Research Institute, Rubber Development Department, Coconut Cultivation Board, Coconut Development Board, Coconut Research Institute and Sugarcane Research Institute also provide agriculture extension services. They use different schemes like training and education, demonstrations, use of educational materials (like booklets and leaflets, videos, and other materials), use of websites, use mass media, use of social media, participatory approach, introducing Mobile apps, and 1920 Agriculture Advisory service.

Other than the government sector, private sector is involved by using the schemes like private extension services, Mobile apps, training and education, demonstrations, use of educational materials, participatory approach, use of social media, and websites. NGOs also involve by supplying incentives for farmers

- Horticulture Sector

Extension programs are conducted mainly by the Department of Agriculture. Both Central Government and the Provincial Departments of Agriculture are involved in this. Department of Export Agriculture, Sri Lanka Mahaweli Authority, Sri Lanka Hadabima Authority also provide agriculture extension services. They use different schemes like training and education, demonstrations, use of educational materials (like booklets and leaflets, videos, and other materials), use of websites, use mass media, use of social media, participatory approach, introducing Mobile apps, and 1920 Agriculture Advisory service.

Other than the government sector, private sector is involved by using the schemes like private extension services, Mobile apps, training and education, demonstrations, use of educational materials, participatory approach, use of social media, and websites. NGOs also involve by supplying incentives for farmers

- Animal Husbandry and Dairying Sector

The Department of Animal Production and Health (DAPH) provide extension services for animal husbandry and dairying in Sri Lanka. They also use different schemes like training and education, demonstrations, use of educational materials (like booklets and leaflets, videos, and other materials), use of websites, use mass media and use of social media.

- Fisheries

Fisheries extension services are primarily provided by the Department of Fisheries and Aquatic Resources, which focuses on disseminating knowledge and practical skills to fishing communities regarding sustainable fishing practices, modern aquaculture techniques, post-harvest handling, and conservation measures, often delivered through field visits, training programs, and demonstration projects. Department also assist by creating market linkages and providing financial assistance

- Other Farm Enterprises (Mushroom, Beekeeping, etc.)

Extension programs are conducted mainly by the Department of Agriculture. Both Central Government and the Provincial Departments of Agriculture are involved in this. Sri Lanka Mahaweli Authority and Sri Lanka Hadabima Authority, also provide agriculture extension services related to this sector. They use different schemes like training and education, demonstrations, use of educational materials (like booklets and leaflets, videos, and other materials), use of websites, use mass media, use of social media, participatory approach, introducing Mobile apps, and 1920 Agriculture Advisory service.

Other than the government sector, private sector is involved by using the schemes like private extension services, Mobile apps, training and education, demonstrations, use of educational materials, participatory approach, use of social media, and websites. NGOs also involve by supplying incentives for farmers

- Farm Credit

The New Comprehensive Rural Credit Scheme (NCRCS) is a credit guarantee and interest subsidy scheme for farmers in Sri Lanka. The scheme is funded by the government and is implemented across the island.

The Ministry of Agriculture also offers a loan agreement for the Farmer's Trust Fund, which is another option for farmer credit

Department of Agrarian Development also provide credit facilities to the farmers through micro finance credit scheme.

- Agricultural Marketing

Primarily provided by the Department of Agriculture, which operates through various divisions, provincial and inter-provincial units, focusing on activities like market information dissemination, crop planning based on market demand, facilitating linkages with buyers, quality control measures, and promoting value-added products, often in collaboration with private sector actors, farmer cooperatives, and NGOs; with a key focus on women farmers through dedicated programs

- Agricultural Infrastructure (Post-harvest processing and management)

Agricultural infrastructure extension services are primarily provided by the Department of Agriculture, operating through various divisions and field officers at the district and provincial levels, who disseminate information and support regarding access to irrigation facilities, storage

units, farm roads, and other crucial infrastructure, often collaborating with NGOs, research institutes, and private sector players to reach farmers effectively; this includes training, demonstrations, and facilitating access to government schemes aimed at infrastructure development.

Extension service for post-harvest processing and management facilities is provided by the National Institute of Post Harvest Management (NIPHM), which operates under the Ministry of Agriculture and focuses on research, training, extension activities, consultancy, and advisory services related to improving post-harvest technologies across various agricultural crops like rice, fruits, vegetables, and spices. Other than NIPHM, government institutes like Department of Agriculture, Department of Export Agriculture, Coconut Research Institute and Industrial Technology Institute (ITI) and private institutes like Cathy Rich Memorial Food Processing Training Centre provide extension services related to this via training and education, websites, social media and educational publications (like booklets and leaflets)

- **Agricultural Mechanization**

Agricultural mechanization extension services are primarily provided by the Department of Agriculture, which offers training programs, field demonstrations, and technical advice on utilizing farm machinery, often collaborating with research institutes like the Farm Mechanization Research Centre (FMRC) to disseminate information and promote adoption of new technologies across different regions of the country; farmers can also access these services through agricultural service hubs and private sector companies offering machinery sales and maintenance support.

2.3 EXTENSION NETWORK – IN PUBLIC SECTOR

- **Brief Extension Network/Formation in the sectors indicated**

For the crop and horticulture sector

Department of Agriculture (Provincial and Inter-provincial)

Department of Export Agriculture

Sri Lanka Mahaweli Authority

Sri Lanka Hadabima Authority

Tea Research Institute

Tea Smallholder Development Authority

Rubber Research Institute

Coconut Cultivation Board

Coconut Development Board

Coconut Research Institute

Lanka Sugar Company

For the Animal Husbandry and Dairying Sector

The Department of Animal Production and Health

For the Other Farm Enterprises (Mushroom, Beekeeping, etc.)

Department of Agriculture
Sri Lanka Mahaweli Authority
Sri Lanka Hadabima Authority

For the Farm Credit

State Banks (Peoples Bank, BOC)
Farmer's Trust Fund
Department of Agrarian Development

For the Agricultural Marketing

Department of Agriculture

For the Agricultural Infrastructure (Post-harvest processing and management)

National Institute of Post Harvest Management (NIPHM)
Department of Agriculture
Department of Export Agriculture
Coconut Research Institute
Industrial Training Institute

For the Agricultural Mechanization

Department of Agriculture

- **Inventory of Public Extension Services Providers at the National/
Provincial and District levels**

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

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

2.4 EXTENSION NETWORK– IN PRIVATE SECTOR

- Brief Extension Networks in the sectors indicated

In Sri Lanka, private sector agricultural extension services are primarily provided by companies within the agricultural supply chain, like seed producers, fertilizer distributors, agrochemical companies, and machinery dealers, who offer advisory services to farmers as a marketing tool to promote their products, often with a focus on business-to-customer (B2C) approaches, aiming to increase sales and market share rather than solely providing farmer support; this can include information on best practices, crop management techniques, and new technologies, often delivered through direct interaction with farmers or via digital platforms.

- Inventory of Private Extension Services Providers at the Federal/ Provincial and District levels

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.

2.5 EXTENSION NETWORK OF INTERNATIONAL INSTITUTIONS IN SRI LANKA

- Their extension services in particular in various domains

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.

2.6 EXTENSION MANPOWER

- 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

- **Extension manpower at various levels – Private Sector**

Number is not exact

- **Other**

Number is not exact

2.7 EXTENSION INSTITUTIONS – PUBLIC SECTOR

- **Extension Institutions / Organizations at the Federal (e.g. DOE – India, MANAGE – India)/ Regional (e.g. EEI – India)Provincial (e.g. SAMETI – India, Directorate of Agriculture - India)/District (e.g. ATMA – India) /Block levels and their Extension Programmes/operations**

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)

2.8 EXTENSION INSTITUTIONS – PRIVATE SECTOR

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

2.9 NGOs IN AGRICULTURE EXTENSION

- **Brief details of NGO efforts in extension at the Federal/Provincial levels and Brief details of NGO efforts in extension at the District/block/field levels**

In Sri Lanka, some NGOs actively involved in agricultural extension include: 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

2.10 FARMER ORGANIZATIONS IN EXTENSION

- **Brief details of Farmer Organizations, 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; other notable initiatives include the 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. 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.

- **Efforts in delivery of extension services at the National/ Provincial/ District 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
- **Successful models of Farmer empowerment through commodity/other aggregated groups**
 1. 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
 2. 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;
 3. Quality Seed Company (Pvt) Ltd - A subsidiary under Hayleys Agriculture specializing in seed production and distribution
 4. HJS Condiments Limited - A Hayleys company that processes and exports fruits and vegetables, often sourcing from smallholder farmers

2.11 FARM COOPERATIVES

- **Brief details of Farm Cooperatives at Federal / Provincial/ District/Village level**

The cooperative movement in Sri Lanka dates back to the British colonial period, with early cooperatives focused on credit societies for rural communities. Farm cooperatives in Sri Lanka are collective organizations, primarily focused on agriculture, where small-scale farmers pool resources and work together to access markets, improve production, and gain better bargaining power, playing a significant role in the country's agricultural sector, particularly for rice cultivation. Cooperatives provide farmers with access to better prices for their produce by collectively negotiating with buyers, as well as opportunities for training, knowledge sharing, and access to essential agricultural inputs. Examples of cooperative activities are bulk purchasing, market access and value addition.

Examples of farm cooperatives in Sri Lanka include: 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 Co-operative Society (DMPCS) is another example that focuses on improving seed paddy cultivation standards for farmers in the area.

- **Efforts in delivery of extension services at the Federal / Provincial/ District/Field levels**

In Sri Lanka, 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

3. FARM RESEARCH SET UP & THEIR BACK UP TO EXTENSION

3.1 Details of National Research Institutes and their extension operations

National Agricultural Research Institutes:

- Rice Research and Development Institute (RRDI)
- Field Crops Research and Development Institute (FCRDI),
- Horticultural Research and Development Institute (HORDI)
- Fruit Research and Development Institute (FRDI)
- Natural Resources Management Centre (NRMC)
- Farm Mechanization Research Center (FMRC)
- Tea Research Institute
- Rubber Research Institute
- Coconut Research Institute
- Sugarcane Research Institute
- Central Research Station of DOEA in Matale
- Cinnamon Research Institute
- The Veterinary Research Institute (VRI)
- National Institute of Post Harvest Management (NIPHM)

Research officers of the national research institute conduct awareness programmes for their extension officers about their research findings. Other than these awareness programmes technical information are disseminated among extension officers at the Provincial Technical Working Group (PTWG) discussions and in-service training sessions. Then these trained extension officers disseminate the knowledge they acquired to the farmers. The gap between research and extension is bridged by the efforts like research

extension dialog. Research institutes sometimes conduct training programmes directly to the farmers

3.2 Regional/District level set up and their programmes

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

3.3 Provincial Agricultural Universities/Institutes and the details of their extension operations

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

3.4 Linkages of Agricultural Universities to the extension programmes

Agricultural Universities work collaboratively with the extension institutes

3.5 Human Resource Development interventions operated by the Agricultural Universities

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

4. EXTENSION MODELS IN OPERATION

4.1 PUBLIC SECTOR

- Details of Farm Extension Models, performance, constraints, etc

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 – Well educated and dedicated extension officers provide better 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.

4.2 PRIVATE SECTOR

- Details of Farm Extension Models, performance, constraints, etc.

In Sri Lanka, the private sector extension activities primarily consists of agricultural companies providing advisory services directly to farmers as a marketing tool to promote their products, often through dedicated extension officers. They also use Training and Visit" (T&V) model for agricultural extension, alongside other approaches like field demonstrations, integrated agricultural extension, and conventional technology transfer

There performances are higher due to the knowledge given for the extension officers via international trainings and higher salaries paid for their service.

A major constrain is lack of comprehensive national policy.

4.2.1 Private Sector Extension Interventions /Programmes

- Brief details for agriculture extension programmes focused on

(i) 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

(ii) 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.

(iii) Partnerships

Private sector supports partnerships with farm enterprises 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

(iv) Promoted by the private sector at various levels

In Sri Lanka, the private sector supports farm enterprises 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.

5. EXTENSION FOR FARM WOMEN AND FARM YOUTH

- Brief details for agriculture extension programmes for farm women and farm youth funded by the Central government/ Provincial agencies

Programs for farm women

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

Programs for farm youth

1. Young Farmers' Club - Helps strengthen the movement of young farmers and direct them to the agriculture sector
2. Training - Helps young farmers learn technical, soft, and financial skills
3. Access to markets and credit - Helps young farmers get their produce to market and access credit

- Brief details for agriculture extension programmes for farm women and farm youth funded by other resources (Private sector and NGOs)

Programs for farm women

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

Programs for farm youth

1. Training - Helps young farmers learn technical, soft, and financial skills
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6. MEDIA SUPPORT TO AGRI EXTENSION

- **Extent of use of print media, fairs and exhibitions, radio and 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.

- **Efforts made in developing and delivering contents, treatment and 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.

7. ICT APPLICATION INNOVATIONS IN EXTENSION THROUGH PUBLIC AND PRIVATE SECTOR

7.1 Major ICT Application initiatives in agriculture & allied sector like Websites and Portals, Emails, Video Texts, You tube channels, Phone in Programme, Community Call Centres, Video Conferencing/ Webcasting, Mobile apps, etc.

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

7.2 Use of social media in extension (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.

7.3 List of 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
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/>

8. LISTING OF INNOVATIONS/SUCCESS STORIES AND SCOPE FOR CROSS LEARNING

8.1 Listing of extension innovations across sectors and various levels with perceptible impact

- 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

8.2 Listing of 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
- 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
- CIC Holdings, a 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
- Dimbulagala Multi-Purpose Co-operative Society (DMPCS) is another example that focuses on improving seed paddy cultivation standards for farmers in the area

8.3 Scope for cross learning on Extension innovations with other Provincial agencies

- About the use of ICT applications as an extension innovation

8.4 Scope for cross learning on Extension innovations 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)
- Experience of agriculture extension innovations of United Kingdom including shifting towards privatized advisory services, leveraging digital technologies like robotics and data analysis through initiatives like the "Farming Innovation Programme," utilizing demonstration farms, and a focus on knowledge sharing through collaborations between universities, research institutes, and farmers, with a strong emphasis on sustainability and environmental impact considerations

- Netherland agricultural extension innovations, particularly in the areas of precision farming, advanced greenhouse technology, sustainable practices, strong research and knowledge exchange through institutions like Wageningen University & Research (WUR), and a focus on integrating technology like drones, sensors, and GIS systems to optimize resource allocation
- Germany's agricultural extension innovations including digitalization, precision farming, and partnerships between public, private, and farmers' groups
- Australia's key agricultural extension innovations including the use of commodity levy-funded Rural Research and Development Corporations (RDCs) to facilitate collaboration between farmers, industry, and researchers, enabling targeted R&D based on industry needs, alongside a strong focus on digital platforms and online knowledge hubs to deliver information directly to farmers, often through a combination of public and private sector extension services

9. LESSONS FOR FUTURE EXTENSION INTERVENTIONS AND COLLABORATIONS

- Specific Areas identified for strengthening farm extension services through innovative pilots /scalable success stories

To strengthen farm extension services, key areas identified for improvement include: enhancing farmer participation and needs assessment, utilizing technology and digital platforms, improving research-extension linkages, building capacity of extension workers, tailoring programs to specific regions and commodities, promoting climate-smart practices, integrating market information, and addressing gender disparities within the agricultural sector.

- Policy interventions

Policy interventions to strengthen farm extension services include: 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, tailoring services to specific farmer groups, and implementing participatory approaches to needs assessment and program design

- Innovative Programmes

To strengthen farm extension services, innovative programs like the 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), use of Technology-Based Extension Methods (Video Conferencing, Live Streaming Demonstrations, Virtual Reality (VR) Trainings) can be involved

- **Flexi Funding**

Funding for strengthening farm extension services can typically come from government allocations, donor agencies, private sector partnerships, farmer contributions, and development projects

- **Convergence of Existing Efforts**

Convergence of existing agriculture extension efforts should aim 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**

New human resource development interventions for agriculture extension can include: 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 skills into agricultural education to better equip extension agents to support modern farming practices and market-oriented agriculture

- **Private Public Partnerships (PPPs) in Extension**

To strengthen agricultural extension through Public-Private Partnerships (PPPs), governments can leverage the private sector's expertise, resources, and market reach to deliver more effective and targeted extension services to farmers, including collaborating on technology dissemination, input provision, market access, training programs, and research activities, while ensuring the public sector maintains oversight on quality and equitable access to information.

Public-Private Partnerships (PPPs) in agriculture extension can help to improve agricultural extension by combining the strengths of the public and private sectors. These partnerships can help with challenges like limited government resources, and the gap between extension workers and farmers

- **Extension in allied areas**

This is the process of disseminating agricultural knowledge and practices beyond traditional crop cultivation, encompassing related fields like livestock rearing, fisheries, poultry farming, beekeeping, and horticulture, essentially promoting the holistic development of a farming community by addressing multiple aspects of agricultural production

- **Extension through private sector**

The private sector can participate in agricultural extension by offering advisory services and marketing tools. This can help farmers to get better prices for their products, for Improving farming practices and for increasing production

- **Partnerships with International institutes**

Sri Lanka primarily collaborates with the International Rice Research Institute (IRRI) for agricultural extension, significantly contributing to rice research and development through partnerships that include training of scientists and extension officers, sharing genetic diversity, and facilitating access to improved rice varieties, ultimately helping the country achieve rice self-sufficiency; other key international institutes involved are the Food and Agriculture Organization (FAO), the Consultative Group on International Agricultural Research (CGIAR), and Climate Change Agriculture and Food Security (CCAFS) program. They are supporting initiatives to address climate change impacts on agriculture in Sri Lanka.

- **Partnership with other countries**

Sri Lanka maintain partnerships with other countries for agricultural extension services through organizations like the FAO, USAID, and the Japan International Cooperation Agency (JICA). These partnerships aim to improve agricultural productivity, reduce food insecurity, and increase farmer incomes

- **Strengthening ICT applications in Extension services across the sectors and at various levels**

ICT applications like mobile apps, websites, social media, and digital platforms can be used to enhance the delivery of agricultural knowledge and advice to farmers. These applications improve accessibility, reach, and responsiveness of extension services, ultimately leading to better farming practices and increased productivity

- **Application of Social Media in Extension Services**

Social media plays a significant role in agricultural extension services by providing a readily accessible platform to disseminate timely information to farmers, facilitate two-way communication, share best practices, and promote knowledge exchange, effectively bridging the gap between extension agents and rural communities, especially in remote areas; enabling faster response to emerging issues and fostering a sense of community among farmers through interactive features like discussion forums and live Q&A sessions

- **Interventions through credible NGOs, Farmer Empowered Groups, Farm Cooperatives, etc.**

NGOs, farmer cooperatives, and farmer-empowered groups can all help strengthen agriculture extension by improving market access, 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

In Sri Lanka, funding for agricultural extension primarily comes from the 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, providing funding for projects aimed at training extension officers and supporting smallholder farmers through initiatives like the "RiceUP" program to enhance paddy production and sustainability. There is an uncertainty on USAID funding from February, 2025.

(ii) Future possibilities - Capture and Integrate innovations listed

Considering options like leveraging private sector partnerships, utilizing agritech startups, implementing a "pay-for-performance" model for extension officers, incorporating micro-insurance schemes for farmers and utilizing crowd-funding platforms for specific projects are innovative and can be used for Sri Lankan agriculture extension in the future

Sources: The principal sources are the Department of Agriculture, Sri Lanka and Department of Animal Production and Health, Sri Lanka, and other sources. Special thanks to Ms Nadeesha Sooriyarachchi of the Natural Resources Management Centre, Department of Agriculture, Sri Lanka.

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