



**FACULTY OF AGRICULTURAL SCIENCES & ALLIED INDUSTRIES**

# Fundamentals of Agriculture Extension Education (AEX-121)

## Lecture 9

### Farmer-Led Extension

#### *Concept*

The farmer-led extension approach gives farmers the opportunity to share their experiences and practices through a method demo with fellow farmers in the area. It was noted that farmers who were successful in their farming venture have established credibility among their peers. In selecting the farmer extensionist, the primary consideration is- he should be an innovative farmer, active and hardworking, honest and credible interested in learning, accepted and committed to the community, and most importantly interested to share his knowledge and skills. Likewise a farmer extensionist must have conducted a techno demo trial and field day, preferably attended the FFS. He must also have the capacity and willingness to finance the cost of technology.

Farmer-to-Farmer extension is defined here as “the provision of training by farmers to farmers, often through the creation of a structure of farmer promoters and farmer trainers.

There are 5 types of farmers-led extension:

1. Farmers to farmer
2. Farmer fieldschool
3. The problem census
4. Problem solving approach
5. NGO government collaboration

*Paradigm shift from production-led to farmers-led extension system (Kokate et al., 2009)*

Components	Production-led	Farmers-led
Purpose/ Objective	Transfer of production technologies	Capacity building (especially farmers extensionist), create para-professional technologies extension workers, creating or strengthening local institutions

Goal	Food self-sufficiency	Livelihood security including food, nutrition, employment to alleviate poverty Sustainability and conserving bio-diversity
Approach	Top-down, commodity and supply driven	Participatory, bottom-up and demand driven
Actors	Mostly public institutions	Pluralistic with public, private, non-government and farmers organizations as a partner rather than competitors
Mode	Mostly interpersonal/ individual approach	Integration of clients oriented on-farm participatory/ experiential learning methods supported by ICTs and media
Role of extension agents	Limited to delivery mode and feedback to research system	Facilitation of learning, building overall capacity of farmers and encouraging farmers experimentation
Linkages/ liaison	Research-Extension-Farmers	Research-Extension-Farmers Organizations (FIGs, CIGs, SHGs)
Emphasis	Information management, Production "Seed to Seed"	Knowledge management and sharing
Nature of technology	Input intensive, crop based and general recommendations as per agro-climatic zone, fixed	Knowledge intensive, broad based, farming system perspective and blending with ITKs
	package of information	
Critical areas	Improvement, production and protection	Decision support system, integrated farming system approach, natural resource management, client group formation and community empowerment

Critical inputs	Money and material	Access to information, building human and social capital
Accountability	Mostly government	To farmers rather than donors

## Market-Led Extension

### Concept

With globalization of the market, farmers need to transform themselves from mere producers- sellers in the domestic market to producers cum sellers in a wider market sense to best realize the returns on their investments, risks and efforts.

Agriculture without economy is nothing. So the market linkage is a must for agriculture. Market is congregation of prospective buyers and sellers with a common motive of trading a particular commodity. Extension is the spreading/ reaching out to the mass. Market-led extension is the agriculture and economics coupled with extension is the perfect blend for reaching at the door steps of common man with the help of technology. Market led extension is the market ward orientation of agriculture through extension.

#### *Basics of market led extension*

- Market analysis
- Market intelligence
- Use of technology

#### *Aspects of market led extension*

- Community mobilization
- Forming CIGs
- Forward and backward linkages
- Improvement of effectiveness of existing markets
- Improvement of efficiencies of marketing channels

Paradigm shift from Production-led Extension to Market-led Extension (Adopted from MANAGE, 2008)

Aspects	Production-led extension	Market-led extension
Purpose/ Objective	Transfer of production technologies	Enabling farmers to get optimum returns out of the enterprise

Expected end results	Delivery of messages Adoption of package of practices by most of the farmers	High returns
Farmers seen as	Progressive farmer High producer	Farmer as an entrepreneur "Agripreneur"
Focus	Production / yields "Seed to seed"	Whole process as an enterprise / High returns "Rupee to Rupee"
Technology	Fixed package recommended for an agro-climatic zone covering very huge area irrespective of different farming situations	Diverse baskets of package of practices suitable to local situations/ farming systems
Extensionists' interactions	Messages Training Motivating Recommendations	Joint analysis of the issues Varied choices for adoption Consultancy
Linkages/ liaison	Research-Extension-Farmer	Research-Extension-Farmer extended by market linkages
Extensionists' role	Limited to delivery mode and feedback to research system	Enriched with market intelligence besides the TOT function Establishment of marketing and agro-processing linkages between farmer groups, markets and processors
Contact with farmers	Individual	Farmers' Interest Groups Commodity Interest Groups /SHG's
Maintenance of Records	Not much importance as the focus was on production	Very important as agriculture viewed as an enterprise to understand the cost benefit ratio and the profits generated
Information Technology support	Emphasis on production technologies	Market intelligence including likely price trends, demand position, current prices, market practices, communication net work,

		etc besides production technologies
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*Challenges to Market Led Extension:*

- Gigantic size of Public Extension System of the public extension in the country.
- Generation of data on market intelligence would be a huge task by itself.
- The present extension system suffers from several limitations of stationery, mobility, allowances, personal development of cadres etc.
- Infrastructure challenges.
- Storage and preservation of produce
- Minimization post harvest losses.
- Capacity building of extension personnel and farmers.