



Central
UNIVERSITY
Shaping
Empire

Welcome...



RC



Centurion
UNIVERSITY

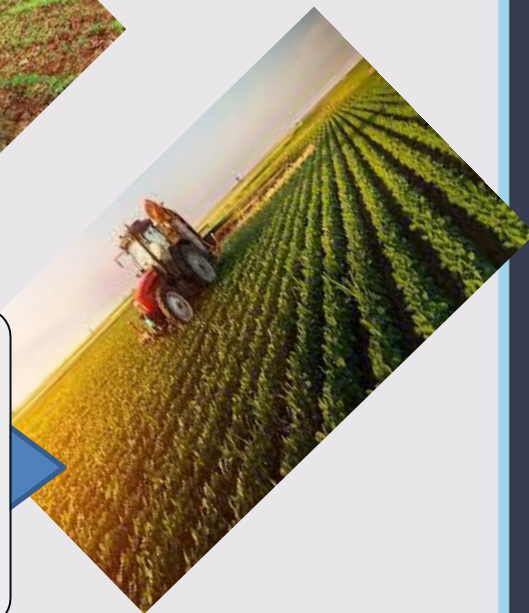
Shaping Lives...
Empowering Communities...

Capacities Needed By Extension And Advisory Services



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*



EXTENSION AND ADVISOREY SERVICES



Centurion
UNIVERSITY
*Shaping Lives...
Empowering Communities...*

Extension and Advisory Services

- ❖ Rural advisory services also called extension.
- ❖ Advisory Service(s) is a term commonly used as an alternate for “extension services”. The information and services needed and demanded by farmers.
- ❖ These systems involve a broad spectrum of market and non-market entities, and agents are expected to provide useful technical information about new technologies that can improve the income and welfare of farmers and other rural people.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

OBJECTIVES:-

- ❖ Providing knowledge and technology to improve agricultural productivity.
- ❖ Agricultural advisory services are also expected to fulfill a variety of new functions, such as linking smallholder farmers to high-value and export markets .
- ❖ To provide support services to internal clients to enable them to provide improved services to farmers.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

- ❖ Application of fertilizer, irrigation, cultural practices, spraying of pesticides, fungicides, harvesting of crops and storage or other farm related works are advised according to the weather forecasted.





Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Capacity Needs of Extension and Advisory Services (EAS)

- ❖ Agricultural advisory services are expected to fulfill a variety of new functions, such as linking smallholder farmers to high-value and export markets.
- ❖ Promoting environmentally sustainable production techniques, and coping with the effects of HIV/AIDS and other health challenges that affect agriculture .
- ❖ Extension and Advisory Services (EAS) need new capacities at different levels to deal effectively with the evolving challenges faced by rural communities .



Centurion
UNIVERSITY

Sha
Emp

Capacity Needs at Different Levels

NO.	Levels	Capacities
1	Field Level	<ul style="list-style-type: none">• Technical knowledge and skills• Communication skills• Market linkage establishment
2	Middle Level	<ul style="list-style-type: none">• Team building, leadership, management and liaising• Conceptualizing and Planning programmes, and undertaking Monitoring and Evaluation (M&E)• Convergence, networking, co-ordination and partnership development
3	Senior Level	<ul style="list-style-type: none">• Visioning, goal setting, decision making skills, team building, leadership and mentoring• Monitoring and Evaluation• Policy development and engaging in policy advocacy
4	Organizational Level	<ul style="list-style-type: none">• Human Resource Management• Adequate infrastructure, logistics, and resources to support EAS• Leadership and mentorship, team spirit and team building



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

1. Field-Level

**As a Technical
Advisor**



Centurion
UNIVERSITY
S...
E... communities...

As a
Communicat
or

- Communicating with farmers' is critically important for agriculture and society as Farmers need information to be aware of new seeds and other improved technologies.





Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

Market Linkage Establishmen t



Centurion
UNIVERSITY
Shaping Lives...

2. Middle-Level

Team building, leadership, management - They should possess soft skills for effective communication, facilitation, collaboration, and

Middle-level functionaries require networking, coordination and partnering skills and they need support in identifying the different actors working in their area.

Conceptualizing and Planning programmes and undertaking M&E (Monitoring and Evaluation)

Convergence, networking, co-ordination and partnership development.

They also need support in identifying areas/interests for collaboration, developing Memorandums of Understanding (MoUs), access to guidelines on fund sharing and fund flows, and documents that showcase good practices on partnership management.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

3. Senior-Level

Visioning (the action of developing a plan, goal, or vision for the future) and should be able to plan according to the varied scenarios/situations that are likely to emerge give direction and make decisions.



Formulate policies and plans and monitor/supervise the implementation of the policies and plans.



Policy development and engaging in policy advocacy





Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

4. Organizational Level

Every EAS should have a clear vision, mission and goals. System for managing its human resources and an organizational culture that supports collaboration, networking and learning.

It should have a system of good governance, a system for knowledge management, resources to achieve its goals and a result based management system in place.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

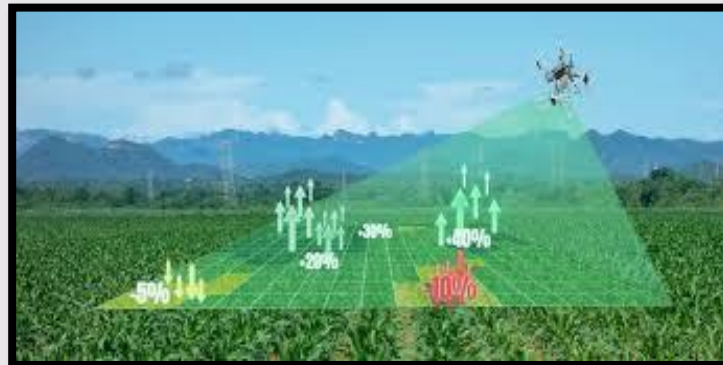
Advisory Function

Meaning :-

- ❖ Advisory function means furnishing advice, gathering information, and making recommendations.

1. FURNISHING ADVICE

The Vertical aims for a transformation of Indian agriculture, led by innovation, for improved nutrition and income of farmers, through sustainable as well as inclusive growth.





Centurion
UNIVERSITY

*Shaping Lives...
Empowering Community*

2. GATHERING INFORMATION

Data collected by the farmer's needs of information in a pre tested semi structured questionnaire.

Gathering information in order to full fill their insistency towards agricultural purposes, however what are the problems have faced that also include here.





Centurion
UNIVERSITY
Shaping
Empower

3. MAKING RECOMMENDATION

Recommend to farmer what technology is good and which type process is good for crop.

They also recommend pre and post fertilizer application. Which month is good for crops.





Centurion
UNIVERSITY
*Shaping Lives...
Empowering Communities...*

How to strengthen/enhance capacities?

1. Strengthening education and training curricula: -

- ❖ Review existing curricula (both education and training) for capacity development at regular intervals.
- ❖ Develop cases and good practices that can be used for training and develop technical manuals, fact sheets and posters.

2. Organize mentoring programme: -

- ❖ Mentoring is an important mechanism for capacity development where an experienced person uses his greater knowledge and expertise to support the personal development of another.
- ❖ Link staff to work closely with mentors identified for different themes.



Centurion
UNIVERSITY
*Shaping Lives...
Empowering Communities...*

3. Develop a directory of EAS providers: -

- ❖ Develop a directory of EAS providers working at different levels with contact details, thematic and geographical focus and specialization to help everyone know the different initiatives happening in their region and enhance possibilities for collaboration.

4. Digitize work environment and promote ICTs: -

- ❖ Provide modern ICT tools (e.g.: tablets with relevant pre-loaded content, smart phones) to EAS staff with sufficient/ adequate resources to use data cards/data plans.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

5. Human Resource Development: -

- ❖ Develop systems and procedures for Human Resource Management and organize sessions on manpower planning.

6. Policy engagement/Influencing policy:

- ❖ Strengthen capacities to develop and use evidence to influence policies that impact EAS and also develop a national extension policy