



Centurion
UNIVERSITY

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

ROLE OF BROKERING, INNOVATION PLATFORMS, INNOVATION MANAGEMENT AND STRENGTH AND WEAKNESSES OF AIS.

Dr. Ashok kumar
Dept. of Agril. Extension

CONTENTS:



Centurion
UNIVERSITY

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

Contents:

- Introduction
- Meaning of Brokering.
- Role of Brokering.
- Difference between innovation and invention.
- Innovation definition
- What is innovation platforms
- Examples of Innovation Platforms.
- Seven step cycle of how Innovation Platforms Work.
- Innovation Management.
- Strength and Weaknesses of AIS.
- Conclusion
- Case study
- References



Centurion
UNIVERSITY

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

Introduction:

- As we know now a days the role of middle man nothing but brokering playing a key role in every sector and the innovation platforms and management of those platforms also becoming vital part of present days.
- As there are two faces in coin ,there will be both strengths and weaknesses in AIS.

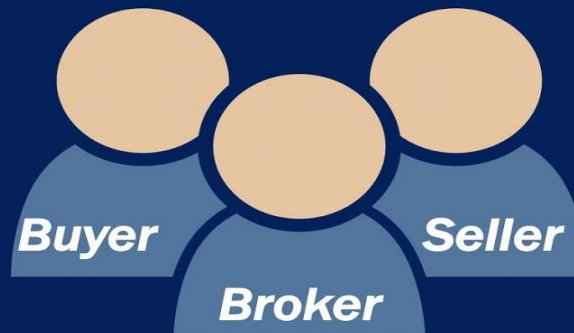


Centurion
UNIVERSITY
*Shaping Lives...
Empowering Communities...*

MEANING OF BROKERING:

- A broker is a **middleman, go-between, or intermediary to a process or transaction.**
- Facilitates transactions between **traders, sellers, or buyers.**
- **Connecting buyers and sellers** to allow for a transaction.

What is a Broker?





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

ROLE OF BROKERING:

- A broker plays the role of an intermediary in a distribution or transaction chain who facilitates interaction between the involved parties.





Centurion
UNIVERSITY

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

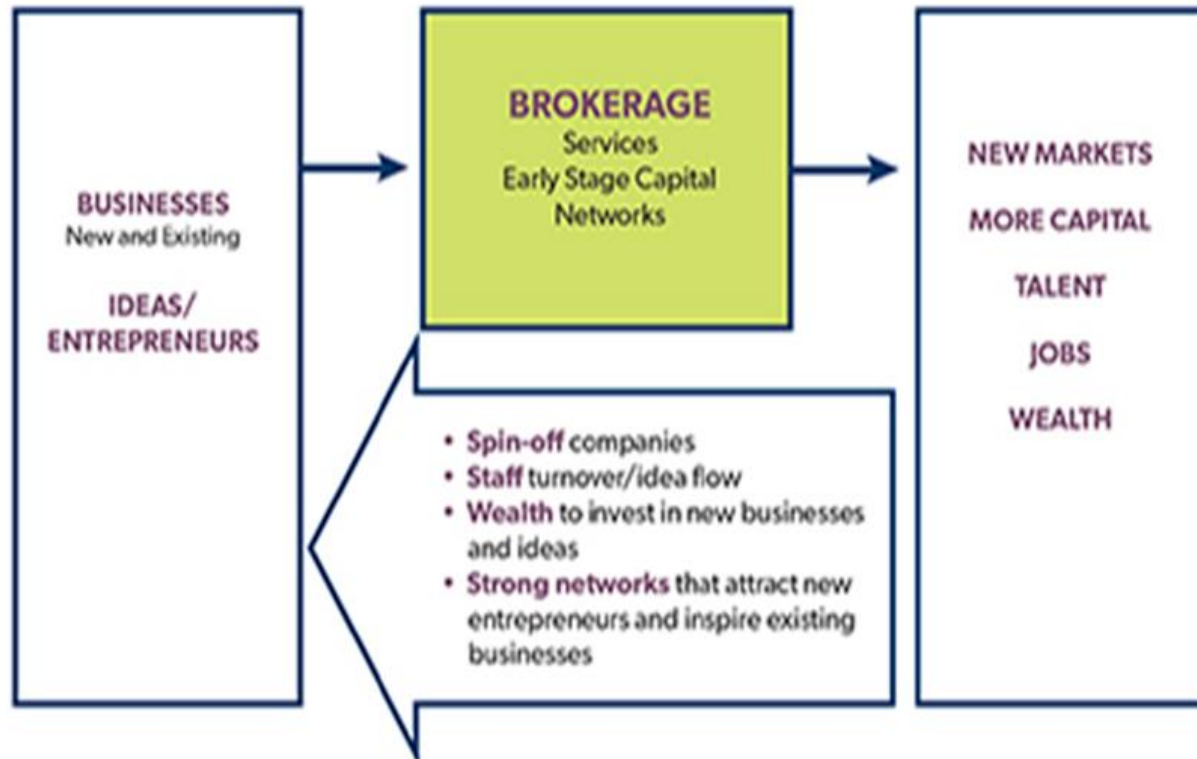
- Connecting farmers with extension agents
- Facilitating the flow of information
- Matchmaking
- Facilitating access to resources



Centurion
UNIVERSITY

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

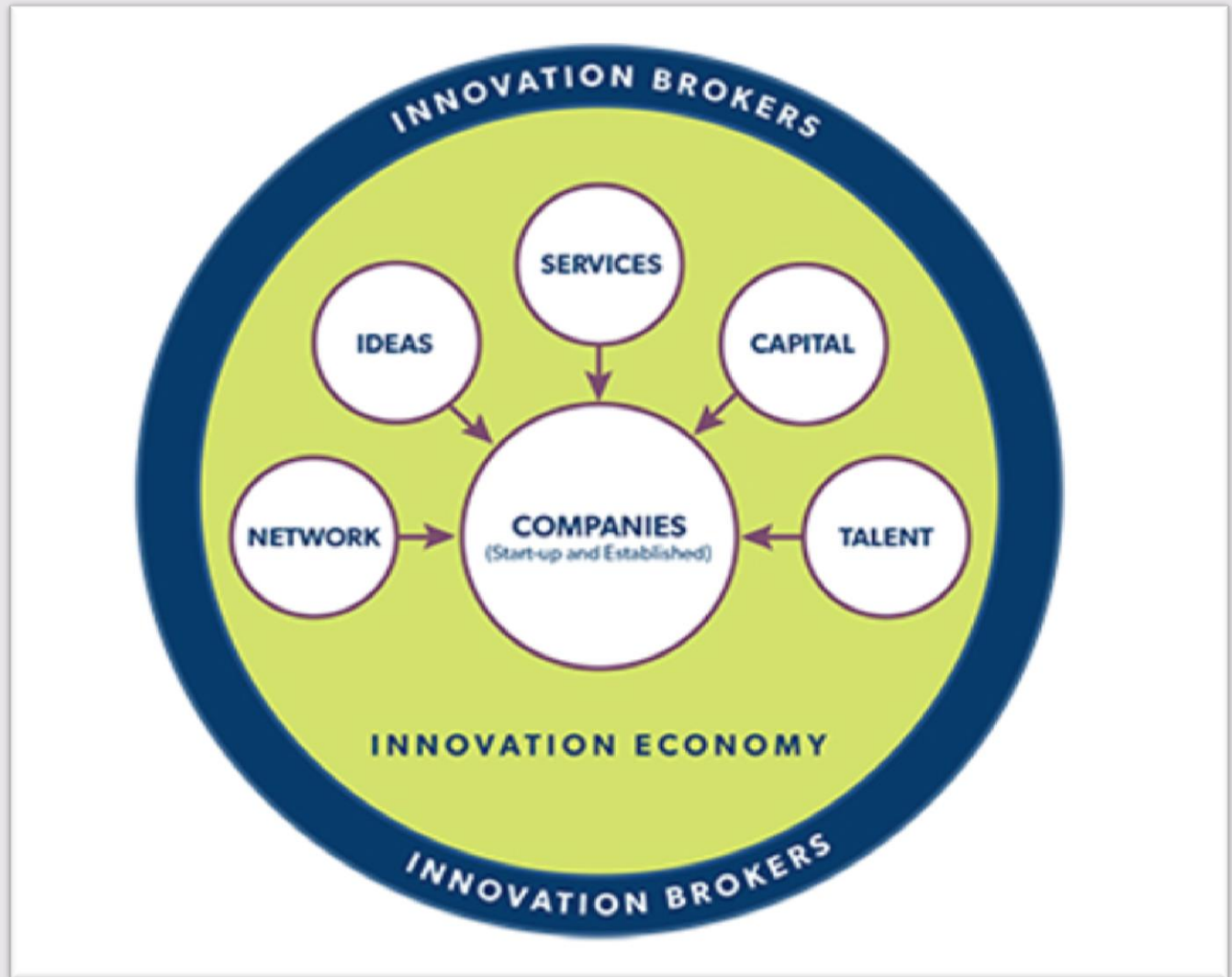
- The innovation brokers **connects businesses and entrepreneurs** to community resources, creating a virtuous cycle.





Centurion
UNIVERSITY

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





Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

INNOVATION PLATFORMS

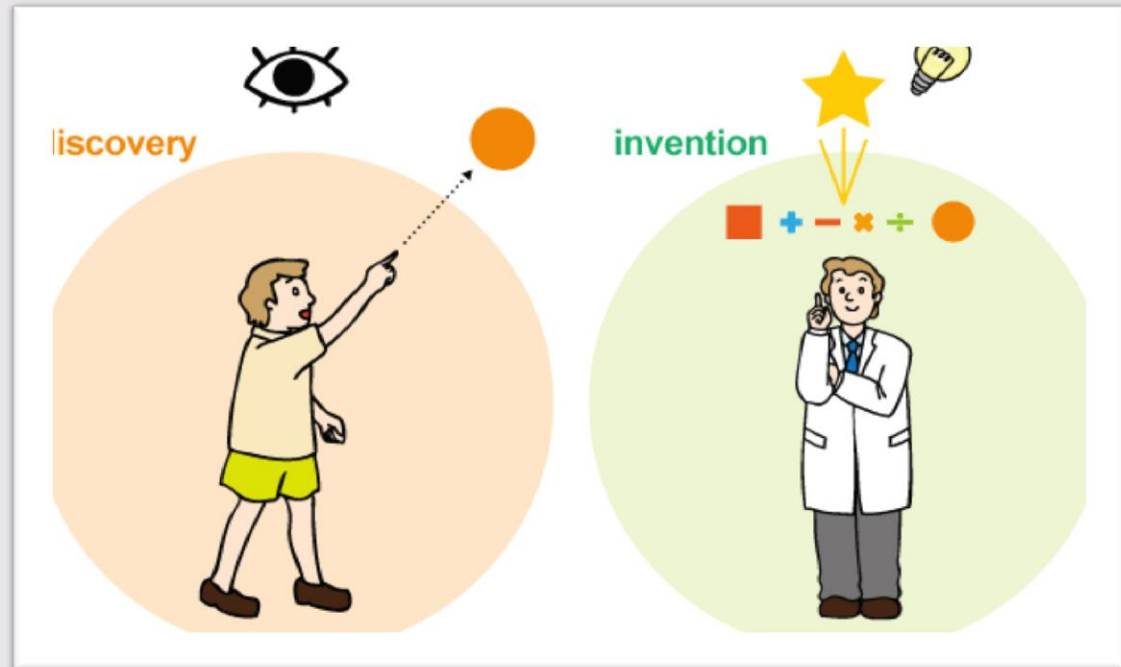


Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

DIFFERENCE BETWEEN INEVNTION AND INNOVATION:

- Invention is nothing but **“To invent something is to discover a new thing”**
- Innovation is nothing but **“adding benefits to the current product”**





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

INNOVATION DEFINATION:

An innovation is an idea or object which is perceived new to a person in a particular space and time.



Centurion
UNIVERSITY

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

WHAT IS INNOVATION PLATFORM?

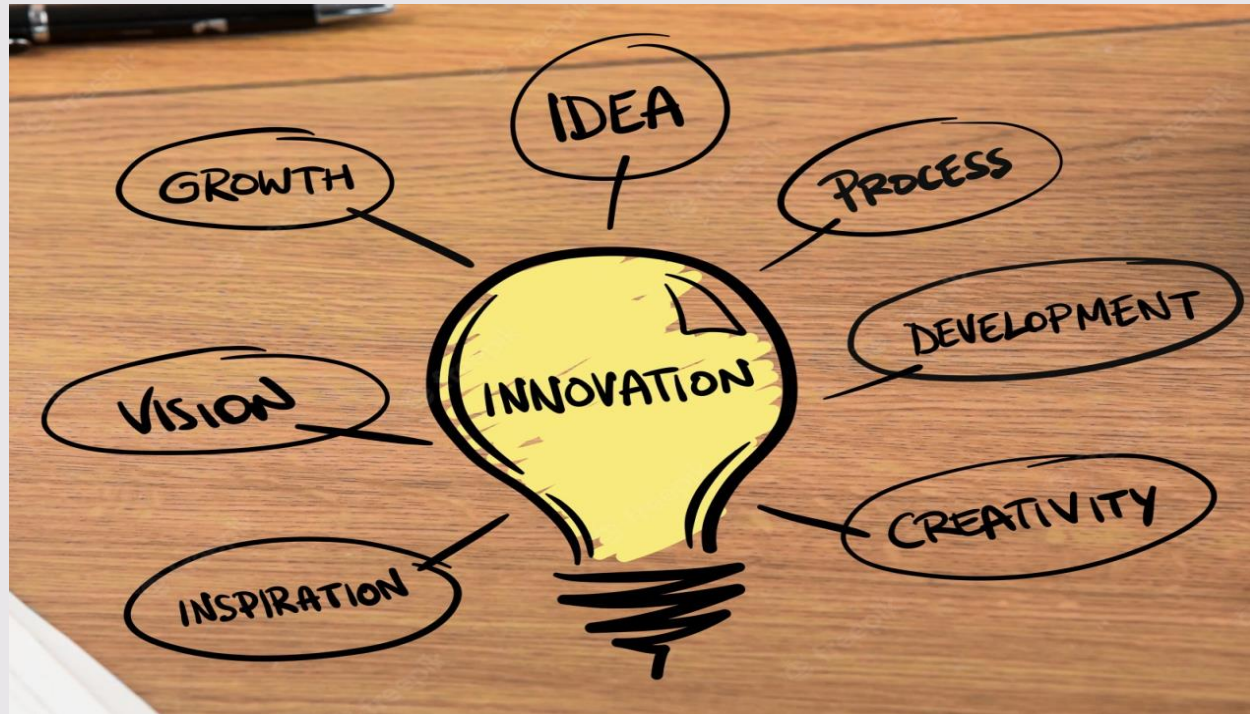
- An innovation platform is a **space for learning and change.**
- It is a group of individuals with different backgrounds and interests farmers, traders, food processors, researchers, government officials etc.
- The members come together to **diagnose problems, identify opportunities and find ways to achieve their goals.**
- They may design and implement activities as a platform, or coordinate activities by individual members.



Centurion
UNIVERSITY

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

- **Innovations can be technological, managerial, organizational, institutional and service delivery.**





Centurion
UNIVERSITY

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

EXAMPLES OF INNOVATION PLATFORMS:

- 1) In the Fodder Adoption Project, “The International Livestock Research Institute” used innovation platforms in Ethiopia to improve livestock feeding.
 - The project’s initial focus on –
 - i. Feed broadened
 - ii. Improving crossbred cows
 - iii. New milk transportation arrangement
 - iv. Establishment of diary co-operative.



Centurion
UNIVERSITY

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

- 2) In southern Africa, “The International Crops Research Institute for the Semi-Arid Tropics” used innovation platforms to improve the production and marketing of goat.
 - i. Meant that farmers could make a bigger profit
 - ii. Ensured that the market could guide investment in goat production.

- 3) Farmer field school: Learning groups that bring together smallholder farmers to learn about and experiment with new technologies and practices.



Centurion
UNIVERSITY

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

- 4) Digital platforms: Online platforms that provide information and resources to farmers, extension agents, and other stakeholders.
 - They can include web portals, mobile apps, or social media platforms.

- 5) Innovation hubs: These are located within a research or extension organization.
 - Farmers and other stakeholders can come together to learn about and test new technologies and practices.



Centurion
UNIVERSITY

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

- 6) The Convergence of Science–Strengthening Innovation Systems program used innovation platforms in West Africa to improve smallholder agriculture.
 - The platforms studied bottlenecks in production systems and induced institutional changes in value chains and policymaking.

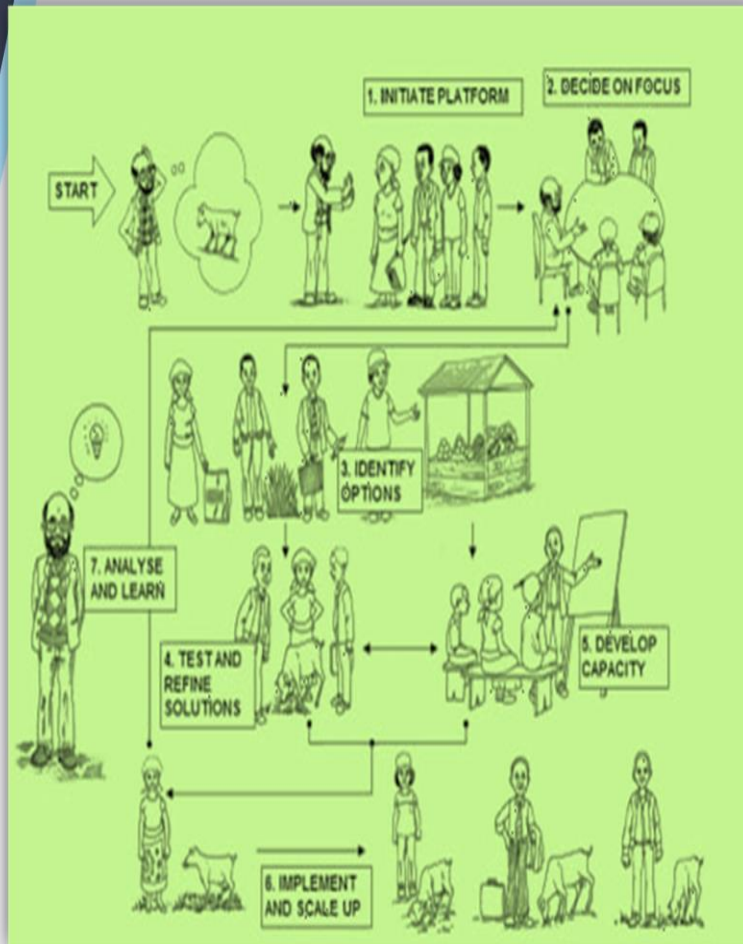


Centurion
UNIVERSITY

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

SEVEN STEP CYCLE :

- Initiate platform
- Decide on focus
- Identify options
- Test and refine solution
- Develop capacity
- Implement and scale up
- Analyses and learn





Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

INNOVATION MANAGEMENT



Centurion
UNIVERSITY

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

“Innovation management is simply the process of coming up with and introducing new things and developing the business, one way or the other.”



Centurion
UNIVERSITY

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

- The process of managing the development and implementation of new ideas, technologies, or practices in the agriculture sector.
- This can involve identifying and evaluating potential opportunities for innovation, developing and implementing strategies to bring those innovations to fruition, and continuously improving and refining those innovations over time.



Centurion
UNIVERSITY

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

Some key components to effective innovation management :

1. Leadership
2. Ideation
3. Evaluation
4. Implementation
5. Continuous improvement



Centurion
UNIVERSITY

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

INNOVATION MANAGEMENT PRINCIPLES



1 Realization
of value



2 Future-focused
leaders



3 Strategic
direction



4 Culture



5 Exploiting
insights



6 Managing
uncertainty



7 Adaptable
structures



8 Systems
approach



Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

STRENGTHS AND WEAKNESSES OF AIS



Centurion
UNIVERSITY

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

STRENGTHS OF AIS:

- **Improved decision-making:** Provide access to accurate and up-to-date data information.
- **Increased efficiency:** Help to streamline processes and reduce the amount of time and effort needed to collect and analyze data.
- **Enhanced communication and collaboration:** It facilitate communication and collaboration between different stakeholders in the agriculture sector.
- **Improved data management:** Provide a centralized and organized way to store and manage data, which can make it easier to access and analyze.



Centurion
UNIVERSITY

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

WEAKNESSES OF AIS:

- Limited coverage : Cover a small portion of the agriculture sector such as a specific region or crop.
- Data quality : If data is inaccurate, incomplete, or biased, it can lead to flawed conclusions and incorrect decision-making.
- Accessibility : This is not able to be accessible to all stakeholders in the agriculture sector, such as smallholder farmers or rural communities
- Cost: AIS can be expensive to implement and maintain, which can be a barrier to adoption for some organizations or individuals.



Conclusion:

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

- Brokering in agriculture plays an important role by connecting farmers and other stakeholders with the information and resources they need to improve their livelihoods and increase.
- Innovation platforms in agriculture extension can be an effective way to promote the adoption of new technologies and practices that can increase productivity and improve the livelihoods of smallholder farmers.
- Innovation management helps organizations stay competitive in an ever-changing market and to foster a culture of continuous improvement.



References:

Centurion
UNIVERSITY

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

- <https://www.g-fras.org/en/good-practice-notes/agricultural-innovation-systems.html?start=3>
- <https://assets.publishing.service.gov.uk/media/57a08a2840f0b652dd0005bc/Brief1.pdf>
- <https://corporatefinanceinstitute.com/resources/valuation/middleman/>
- <https://innovationmanagementsystem.com/innovation-management-principles/>