

MAKING EXTENSION SYSTEMS WORK FOR FARMERS



THE CHALLENGE:

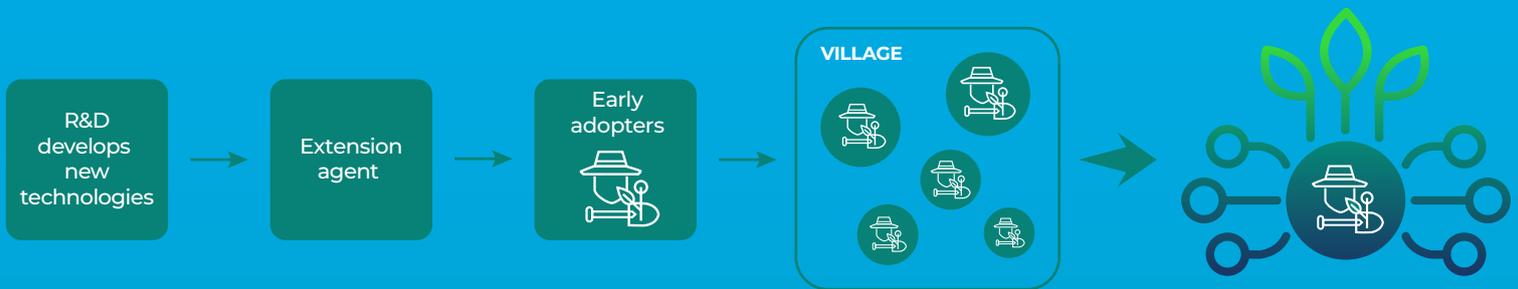
Agricultural extension is essential for upskilling farmers and introducing new technologies. Yet centralized, overstretched extension systems often struggle to move innovations from the lab to widespread farm adoption.

THE TWO-STAGE LEARNING FRAMEWORK

Design extension systems around two distinct phases of knowledge transfer:

STAGE 1: Inject information and create critical mass

STAGE 2: Maximize diffusion



STAGE 1: Initial Wave of Adoption



Goal: Inject information into rural communities through direct intervention and create a "critical mass" of early adopters.

Key insights:

1. **Tailor the intervention** to what farmers need to learn about technology to maximize take-up.



Farmer field schools for complex practices like row planting



"Trial" minikits for new seed varieties



Tailored SMS for simple advice or information like forecasts

2. **Effective extension services are:**

- Well-monitored and incentivized
- Farmer-centered and practical
- Use digital tools as enablers, not substitutes



Goal: Enable knowledge to spread beyond directly reached farmers through local networks.

Key Insights:

1. Leverage Social Learning:

Train women farmers directly to ensure knowledge reaches other women.

Target well-connected farmers to help information spread faster.

Encourage lead farmers to promote and demonstrate using performance-based financial incentives.

Maximize the opportunities for farmers to gain firsthand experience

2. Digitize for scale: Use digital tools to reinforce messages and to provide advice tailored for local conditions.

3. Address complementary constraints: combine extension with crop insurance, credit, or input certification.

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