

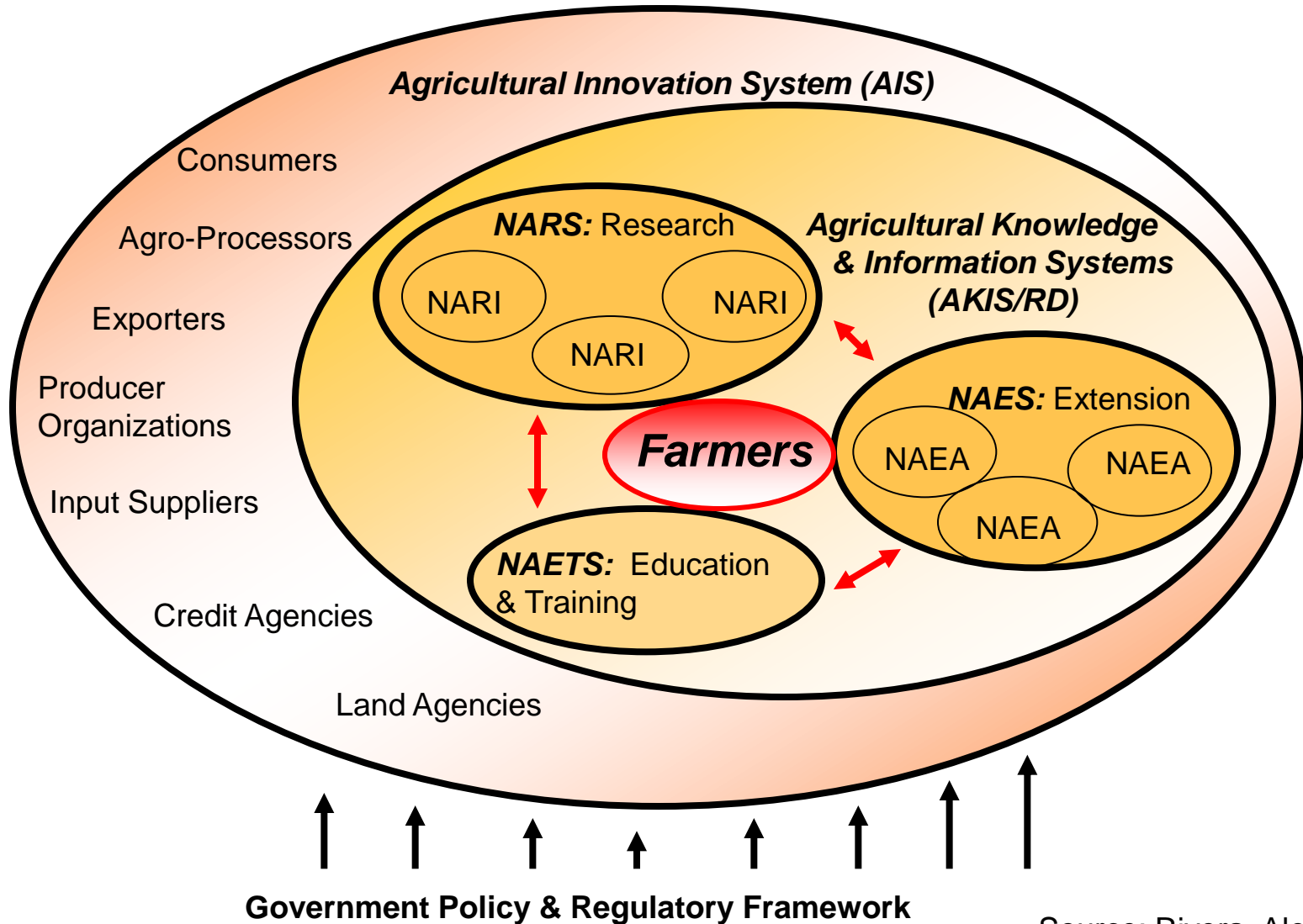
Innovation Systems Approach to Extension - Experience from WB Support

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Extension = more Pluralism & Brokering; Why?

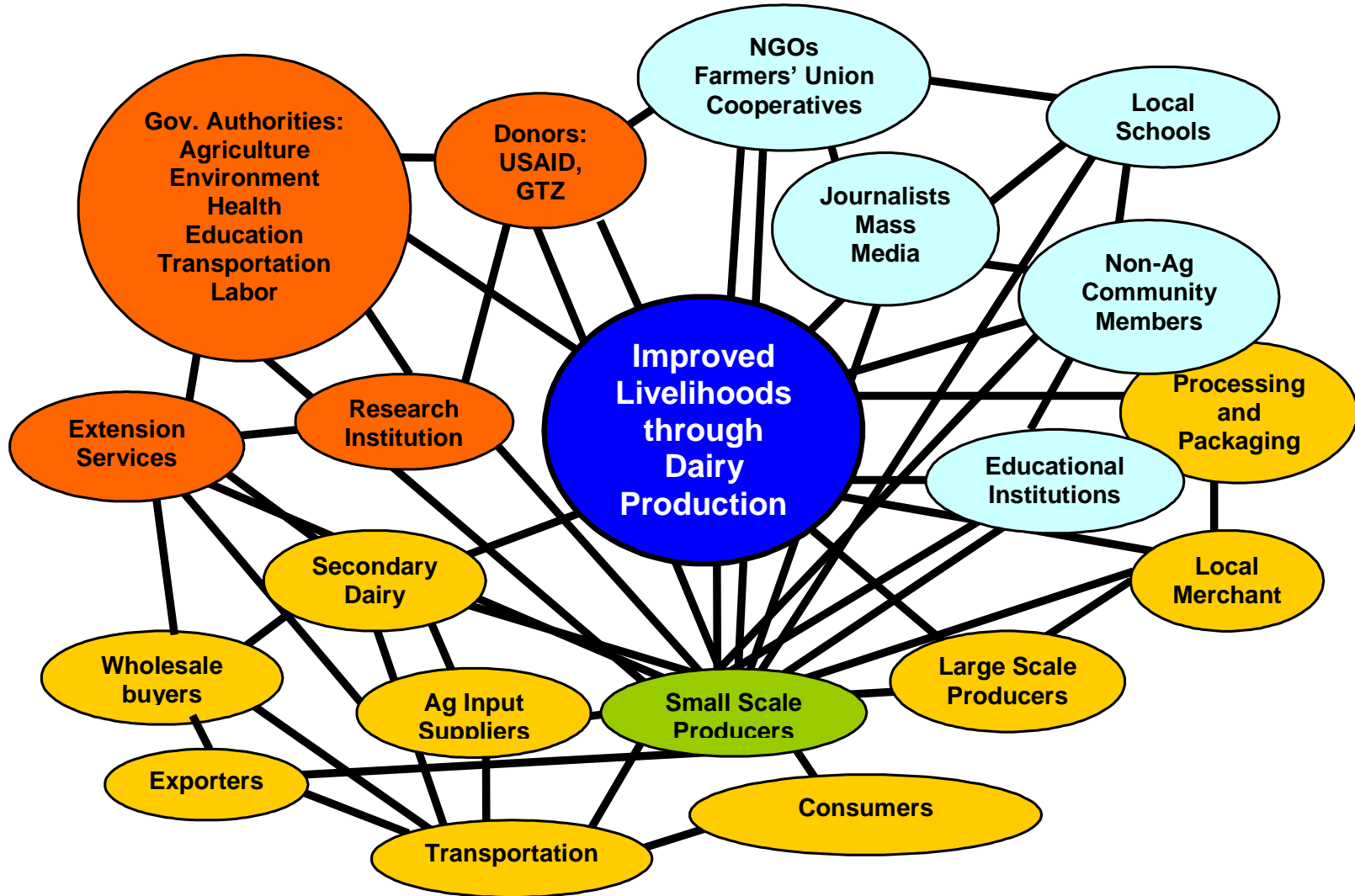
- Changing agriculture/rural context
 - Pluralism of players and their interlinkages
 - Complexity of contexts and livelihoods
 - Diversity in means of communication
- Cost-sharing
- Meeting multiple objectives and demands (food security; competitiveness; diversification, nutrition, environmental services, climate adaptation and mitigation)
- Innovation systems: convergence of development intervention approaches

From AKIS to AIS



Source: Rivera, Alex, Hanson, Birner, (unpublished)

Mapping Innovation Partners (USAID)



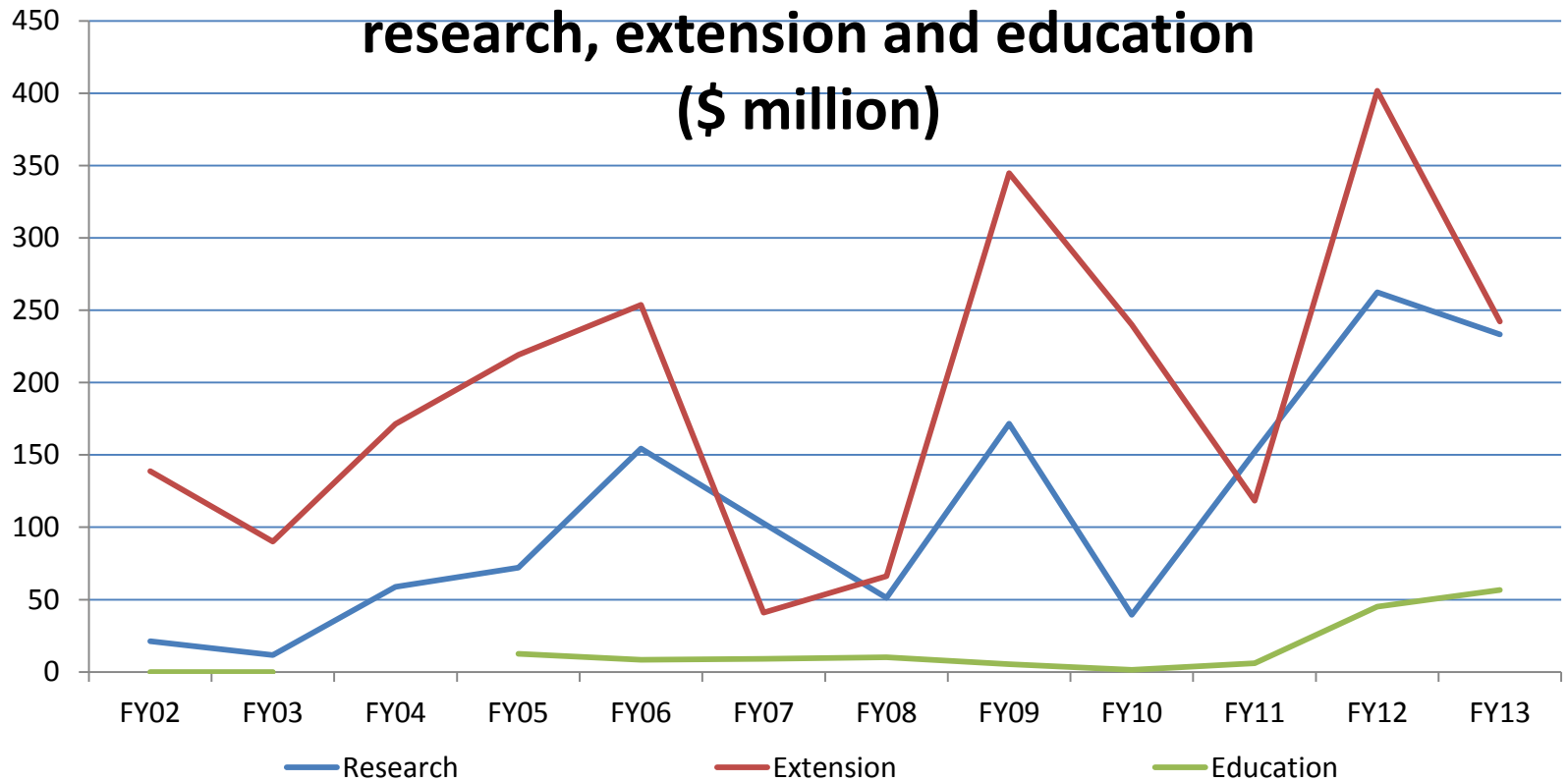
Agricultural Partnerships for Productivity and Prosperity (AP3), presented at USAID, 2004.

Investing in AIS - What's New?

Focus investment/ Activity	Examples
Focus on joint action	National innovation committee/council Industry-agribusiness- associations Producer Organizations, Water-user groups
Enhancing knowledge flow within and across organizations and sectors	Stakeholder platforms, web interfaces, virtual communities of practice Sector or industry networks Knowledge brokers and skills ICTs
Focus on outcomes	Technology transfer units, Technology Fairs Pilots on new technologies and practices Training for professional skills, IPR, entrepreneurship Technology incubators
Private sector's role as a significant player and innovator	Innovation funds, incubators, match-making services, etc Lower transaction costs – organization of actors Training, internships programs, university-industry curricula Units for special services and communication
Parallel or coordinated investments into enabling factors	Infrastructure, Market development, Financial services, Regulatory issues - IPR, standards, etc

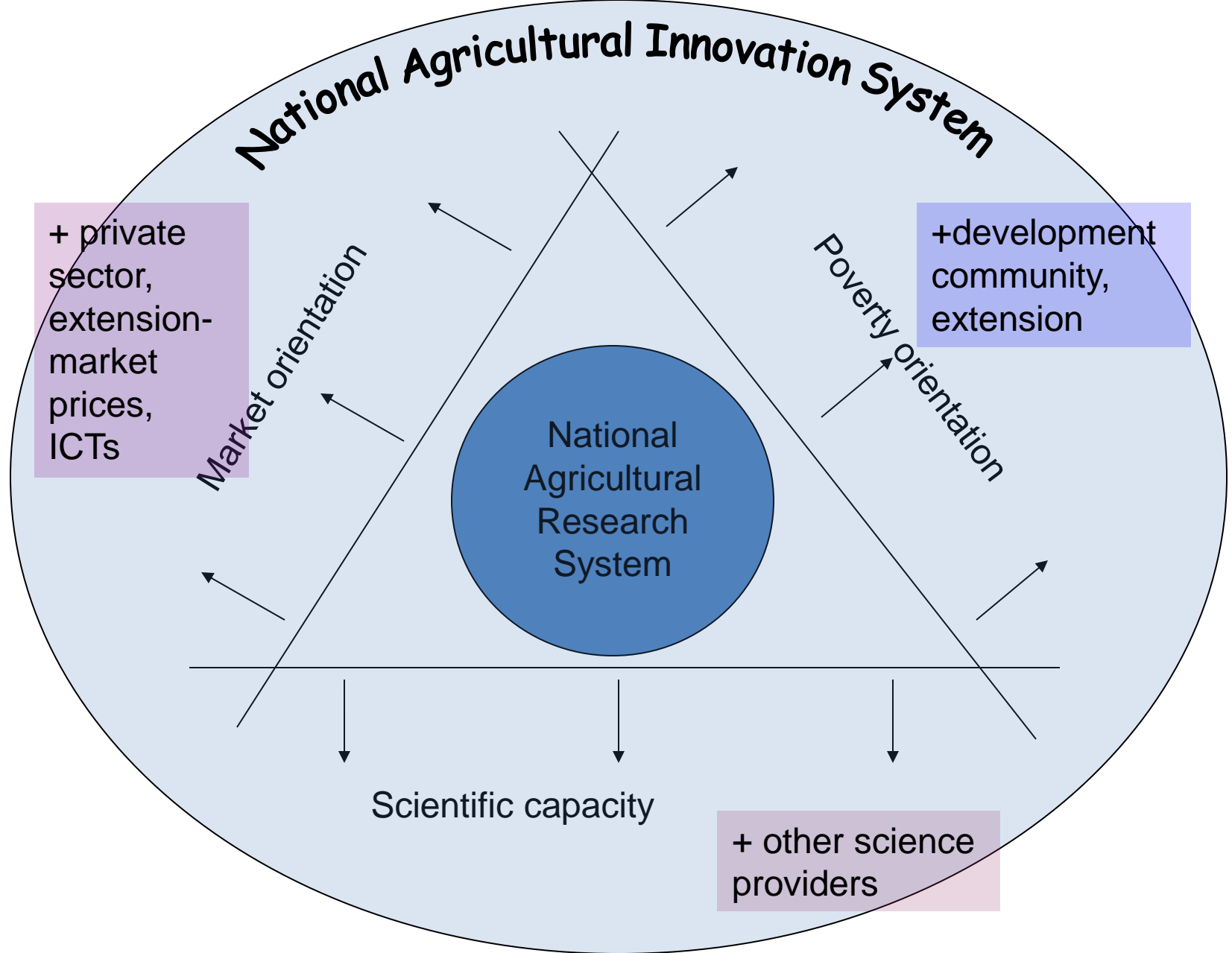
Source: Riikka Rajalahti

World Bank annual commitments to agricultural research, extension and education (\$ million)



WB Project Typology – reflecting Innovation integration into a range of ag investments





NAIP-India pushes three frontiers

PPPs in China:

Example: Mulberry Fruit Production

Public financing include:

- Seedling nursery.
- Support farmers for 1500ha production area.
- Farmer organization
- Farmer operated cold stores.
- Technical support from university

The company invest in:

- Juice processing and bottling facilities,
- health drinks, condensed juices, wine, etc.
- Market promotion.



Information and Knowledge Services to facilitate technology adoption and market linkages , Ghana



- I. Comprehensive e-extension service reaching 350,000 farmers in Ghana
- II. Comprehensive knowledge portal, Smart phone enabled extension officers in the field with direct access to farmers on standard mobile phones
- III. Multilingual Voice, SMS, videos, spatial maps, call centers and e-lab capabilities
- IV. Affordable communication cost among farmers from national mobile operators at about \$1/week
- V. Win-Win Public-Private Partnership with Ministry of Agriculture, Scientific Research Community, Ghanaian Technology Company (Prep-eez) and MTN
- VI. Price information, agronomic and livestock advice, weather updates, farming techniques
- VII. Scaling up efforts ongoing across West Africa in Nigeria, Burkina, Cote d'Ivoire, Senegal and Liberia targeting 3 million farmers



Contact: Aparajita Goyal, World Bank

Going Forward...

- RAS is pluralistic, whether intended or not → But not always a system!
- Pluralism expanding with new agendas like CSA and nutrition
- Need for 'New Extensionists' – challenge for in- and pre-service educational programs
- Science of delivery: bringing innovations to scale
- Recognize private sector experience and vision in linking with small scale farmers
- Inclusive innovation



<http://go.worldbank.org/NA6YQ3BBH0>