MINISTRY OF AGRICULTURE

Contextualizing Agricultural Extension in Zambia – Opportunities and Constraints

A Presentation to the Workshop on the Harmonisation of Nutrition Messaging in Agricultural Extension

Taj Pamodzi Hotel, 28th January, 2015

Martin W. Muyunda (PhD)
EXTENSION METHODOLOGY UNIT
Structure of Presentation

• Channels for Public Extension Services
• Participatory Extension and Its Challenges
• Opportunities and Strategies to Overcome the Challenges and Increase Synergies with Other Extension Service Providers
Channels for Public Extension Services

• Two Main Channels
  – Farm Institutes (FIs), Livestock Service Centres and Farmer Training Centres (FTCs)
  – Network of Agricultural Camps and Block

• Participatory Extension Approach (PEA) is the main vehicle for extension services delivery.
Extension Pillars under PEA

• Public extension services delivery in Zambia is based on principles of communication and adult learning

• Extension delivery under PEA is distinctively implemented under four main paradigms namely:
  - Technology Transfer
  - Problem Solving,
  - Education,
  - Human Development,
Challenges in PEA implementation

- Inadequate focus in planned extension programmes
- Lack of a clear PEA understanding among fresh graduates from tertiary institutions.
- Poor extension planning and reporting culture at Camp, Block and District levels
- Obsolete extension messages from front line staff to farmers
- Low Extension Officer-to-Farmer Ratio
- Poor targeting of various interventions due to lack of clarity on farmer categories.
Challenges in PEA implementation

• There is also great diversity in the manner in which private sector extension players and NGOs conduct what they deem to be participatory extension
  ➢ Some institutions going to the extent of paying farmers in order to achieve the “participation”

• A general Lack of Coordination and Communication among Extension Service Providers
Strategies to overcome the challenges

1) Extension Induction of Senior Agricultural Officers in order to:

- Equip them with the key concepts of Extension Management for effective and better extension service,
- provide them with knowledge and information on key policy issues and strategies under the MAL
- provide them with common understanding on the standardized operational and administrative planning and extension implementation procedures,
Strategies to overcome the challenges

2) Concise District Extension Strategic Plans

- Aimed at promoting technologies and other innovation based on economic importance and comparative advantage

- The Extension Strategies will be linked to the District/Provincial budgeting process, and form basis for backstopping.
Strategies to overcome the challenges

3) Introduction of the “Agricultural Diary for Extension Officers” (ADEOs).

- Designed as a Planning Tool for field activities to be conducted, and as a Monitoring Tool for implementation of planned activities.

(Production of the diary is sponsored by private sector players out of appreciation for its importance)
Strategies to overcome the challenges

4) Introduction of a “Check List for Extension Reports”

(A flip chart design behind the extension supervisor’s table showing when reports were submitted and the quality of such)

- Designed as a tool to “name and shame” extension officers who submit poor quality reports very late.
Strategies to overcome the challenges

5) Core Master Trainers Team, District Trainers and Extension In-service Training

- A multidisciplinary core team of Master Trainers has been drafted from the 10 Provinces to coordinate and provide support to extension facilitation skills training for front line staff
Strategies to overcome the challenges

6) Agricultural Camp Zoning and Formation of Farmer Study Groups
Strategies to overcome the challenges

7. Comprehensive Farmer Categorization

- Using socio-economic and cultural criteria to define farmer categories
  - Large Commercial Farmer
  - Medium Commercial Farmers
  - Emergent Farmers
  - Small Scale Farmers
  - Unclassified Subsistent Farmers
Strategies to overcome the challenges

8) Harmonised Extension Services Delivery with Private Sector and NGOs Players

- Aimed at maximizing the benefit of extension services for small scale farmers offered by various service providers
  - First National Extension Service Harmonization Forum was held in March 2011.
  - Second National Extension Service Harmonization Forum was held in March, 2013
General Operational Guidelines for Agricultural Extension Service Providers for Small-Scale Farmers in Zambia
Ministry of Agriculture and Livestock
March 2013
Strategies to overcome the challenges

9. The National Agricultural Extension Services Strategy (NAESS)

➢ provide various stakeholders in extension services delivery with a framework within which to deliver effective pluralistic extension services
Strategies to overcome the challenges

10. The Zambia Forum for Agricultural Extension and Advisory Services (ZAFAAS)

• **VISION**
  – agricultural extension and advisory services that efficiently and effectively contribute to sustained growth and transformation of agriculture in a gender responsive and nutrition sensitive manner.

• **Aim**
  – Professionalize the Agricultural Extension and Advisory Services delivery through establishment of standards and rules of engagements for service providers
END

THANK YOU