

Pluralism and brokering as defining factors for rural advisory services in an AIS context

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Outline

- Rationale
- Status
- Key contextual issues
- Key areas of focus
- Examples
- Key policy and investment implications
- Areas for investment
- Recommendations for practitioners

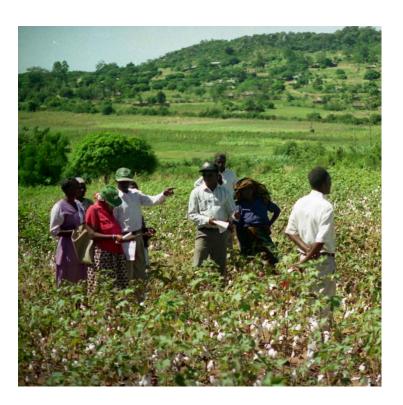






Why Pluralism & Brokering?

- Changing agriculture/rural context
 - Diversity
 - Complexity
 - AIS approach
- Cost-sharing
- Meeting multiple objectives and demands (farmers and other chain actors)





Pluralism: Who Provides?

Public Sector	Private Sector: Companies, Individuals	Third Sector: NGOs	Third Sector: Groups, Individuals
GovernmentsSub-sectoral bodies	 Private businesses Input suppliers Agro-dealers Embedded services 	 Local & international NGOs 	 Producer & farmer organisations Cooperative enterprises Village extension workers Farmers



Source: McGaw/FARA

Brokering



- Catalyzing innovation by bringing together actors and facilitating their interactions
- Persons or organizations
- Ideally impartial third-party position





Status

- RAS is pluralistic, whether intended or not →But not always a system!
- Worldwide extension study 1988 and 2008: Shows extent of pluralism
- Brokering becoming more important
- Private sector involvement becoming more important
- Emerging issues
 - Exclusion by private service providers
 - Need for coordination of pubic and private sector in terms of different target groups, themes, capacity development





Contextual Issues

- Extension reforms
 - Governance and management
 - Decentralization
 - Accountability
 - Financing
 - Approaches
- New opportunities (e.g. ICTs)
- Services by farmers (cooperatives, agribusiness centres, shareholding in service providers)



Key Focus Areas

- Governance (registration, coordination, quality, knowledge management)
- Capacity and management (management, business development skills)
- Methods and techniques (ICT, vouchers, business centres)

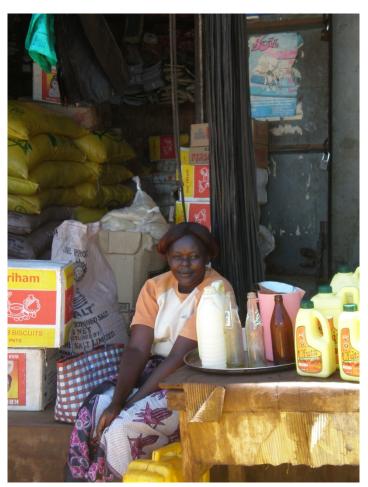






Policy and Investment Implications

- Capacity
- Infrastructure
- Institutional sustainability
- Social considerations
- Roles
 - E.g. Public sector:
 - Coordination
 - Regulation







Areas/Approaches for Investment

- Capacity development (coordination, management, alliance building, facilitation)
- Public-private-partnerships (e.g. outgrower schemes; agribusiness centres; farmer business advisors)
- Knowledge management (sustainable and demand- and market driven models and partnerships)



Recommendations for Practitioners

- Stimulate multi-stakeholder interaction
 - Value chains
 - Innovation platforms
 - Agribusiness clusters
- Develop capacity through action also
- Learn lessons on sustainability and inclusion