



An Australian Government Initiative



ROLE OF INNOVATION NETWORKS TO SUPPORT THE LIVESTOCK EXTENSION SYSTEMS OF PAKISTAN

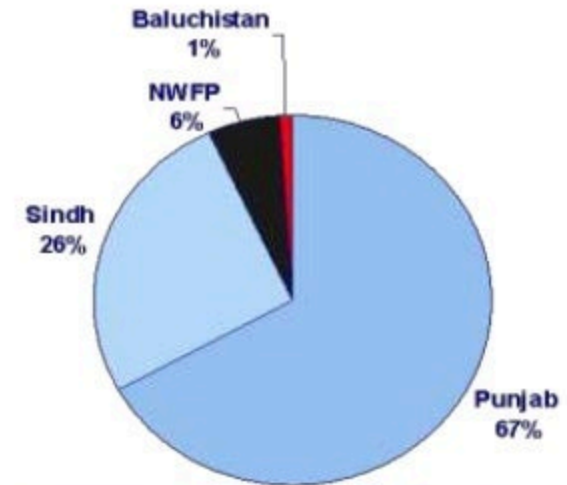
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Importance

- Pakistan is the largest milk producer
 - 9 million smallholder dairy farmers
- About 30-35 million people engaged



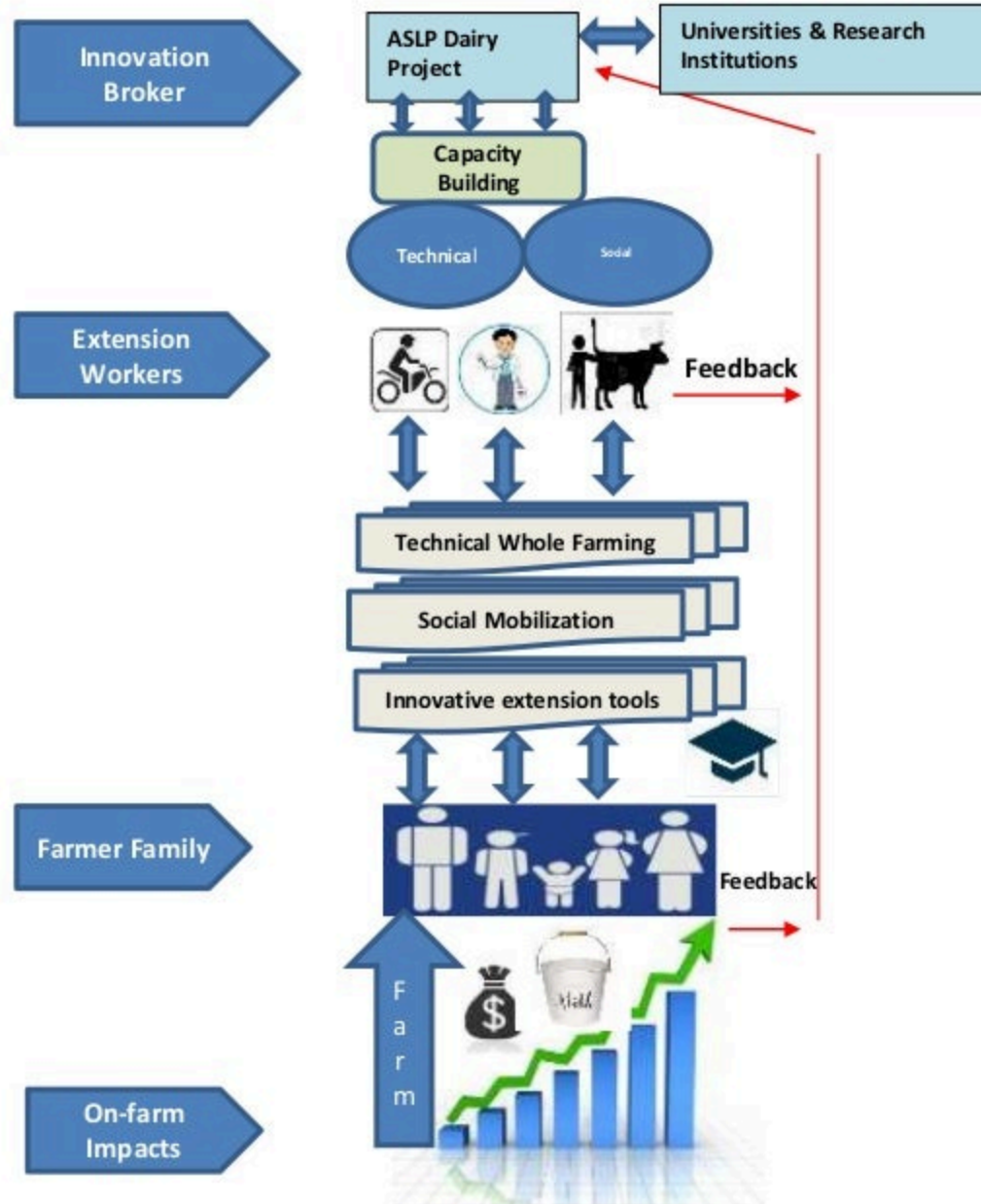
Incentive free model:

- Improving farm productivity
- Entrepreneurship models
- Market linkages
- Consumer awareness





Whole Family Extension Approach



Impacts of improved extension services on awareness, knowledge, adoption rates and perceived benefits of smallholder dairy farmers in Pakistan

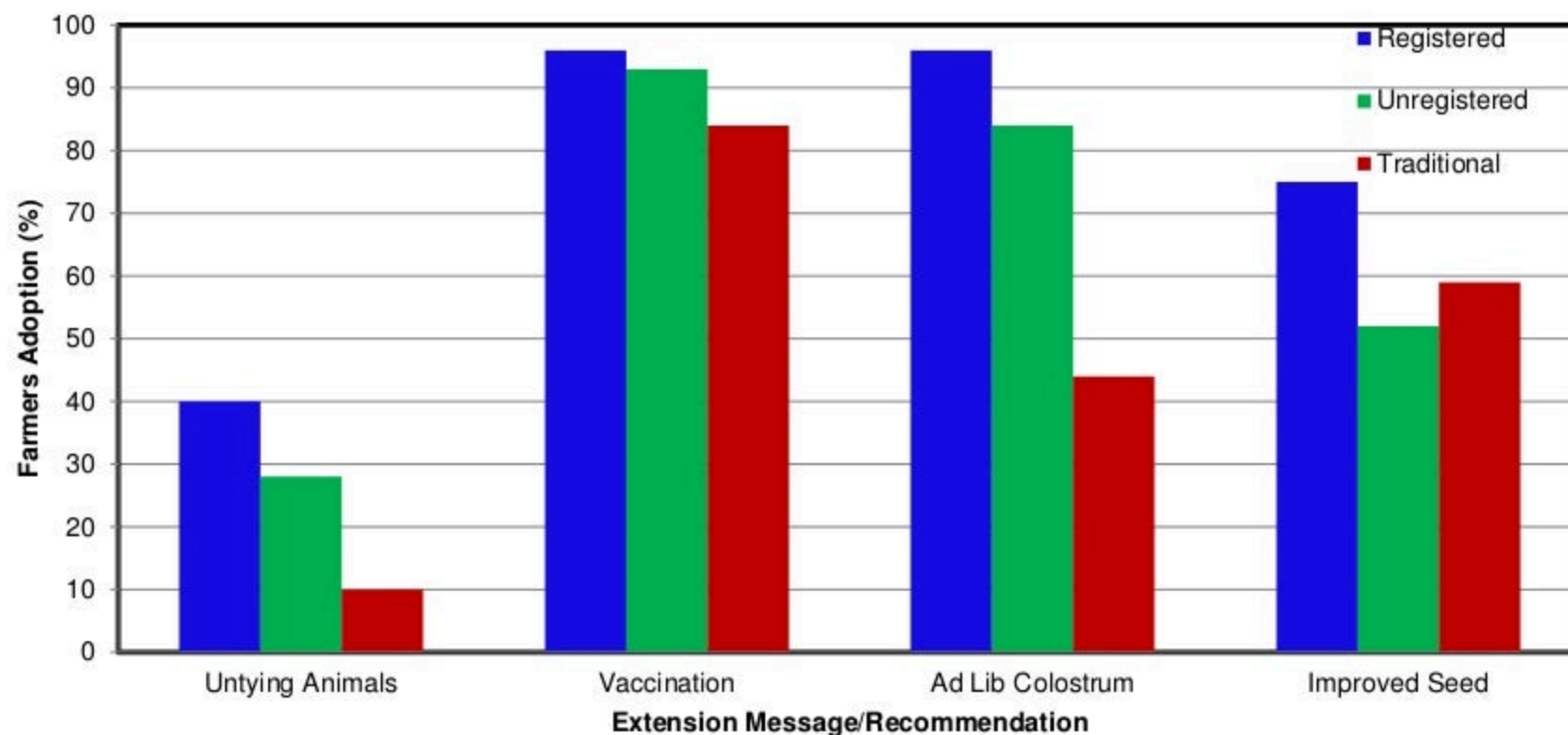
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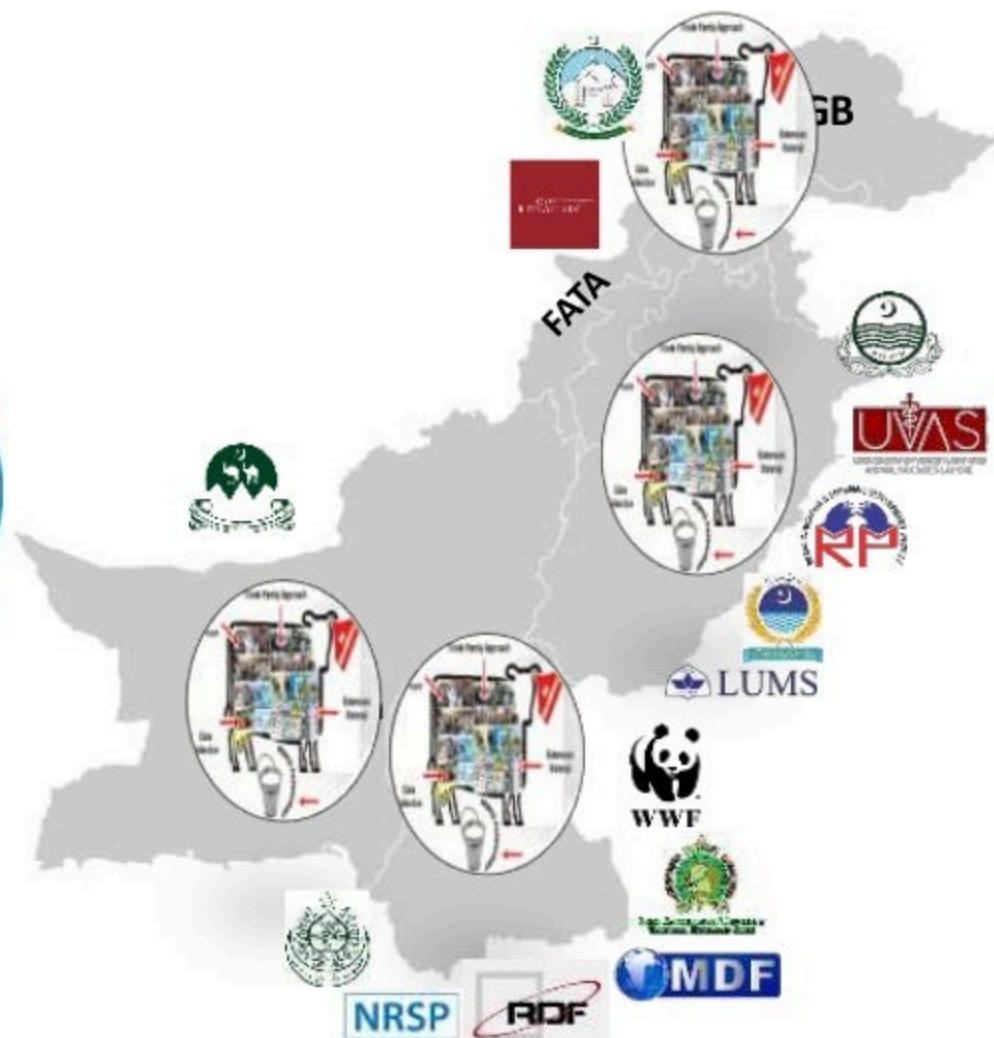
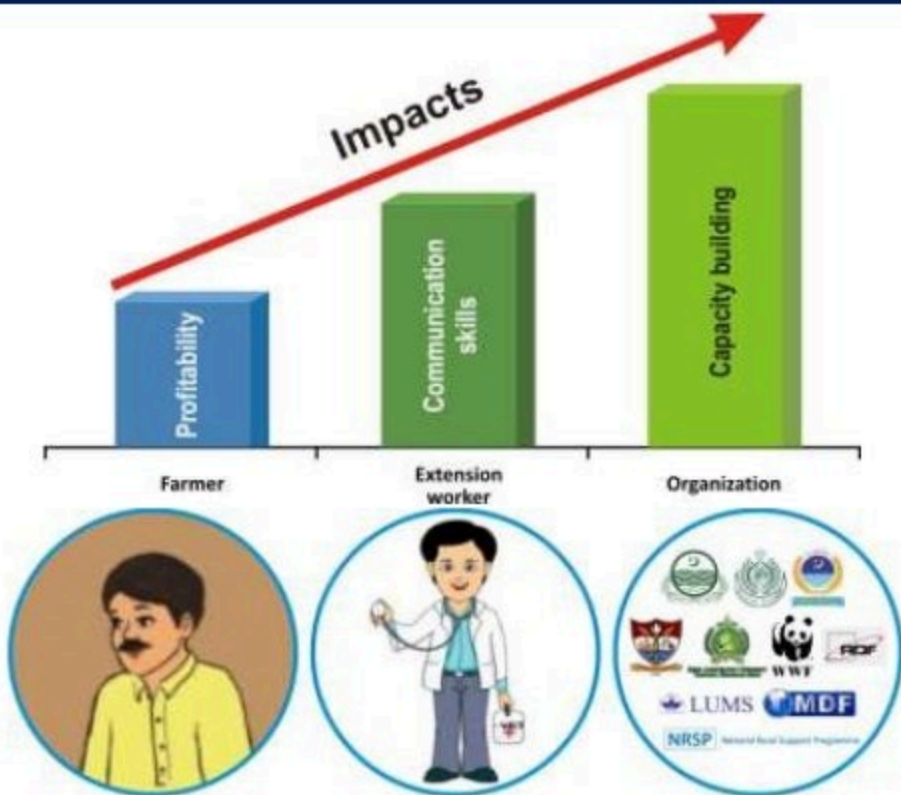
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Replicating our extension model



Objective

To promote whole-family extension approaches and assess the organisational uptake and their impact on smallholder farmers

Research
Questions
???



What are the constraints and opportunities for collaboration amongst organizations with a role (or potential role) in providing extension services to smallholder dairy and beef farmers?

What skills, knowledge, capacity building and learning support is required to integrate the WFEA within the current dairy-beef value chain in Pakistan?

What are the governance and institutional arrangements for agricultural extension related to smallholder dairy and beef farming in Pakistan?



Findings: Challenges of Pakistani extension system

**Building and
maintaining
trust**

**Adapting
attitudes and
practices**

**Evaluating
impact of
extension**

**Capacity
building for
extension
officers**

**Funding
consistency**

**Meeting
diverse farmer
needs**

**Supporting
access to
markets**

**Connecting
research to farm
practice change**

**Supporting
women
extension
officers**

Findings: Multiple functions of extension

- Knowledge transfer and education
- Provision of information & technology
- Capacity building for practice change
- Improving livelihoods

...in the case of Pakistan, the role of extension worker is very important. S/He is the tool who can educate our poor communities to improve their milk production. Improve the quality of milk and ultimately improve their income, so by improving their income they can improve their lifestyle.



- Organisations sharing expertise, knowledge and resources for enhanced extension service delivery
- Utilising the influence of social mobilisers, community leaders and other change agents
- Collaboration for capacity building of extension staff
- Collaboration for meeting diverse needs of farmers
- Engagement and empowerment of women

I think every organisation has its own expertise and we need to synergise by working with other people ... So, when we all work with each other, it's going to add to the synergy of our main aim of extension and development.



Findings: Benefits of the WFEA so far

MELBOURNE

- Capacity building for extension officers (men and women)
- Support for farm practice change through farmer capacity building
- Engagement of women farmers





Conclusion !!!

Organisations having both male and female extension workers in the field are observing greater impact and on-farm benefits to smallholder dairy farmers and their families



Thanks !!!

