



THE UNIVERSITY OF
MELBOURNE

Innovations for Extension

A case study from Pakistan

David McGill

With lessons from our team;
Hassan Warriach, Kaitlyn Height & Margaret Ayre working
in collaboration with UVAS (Lahore) & RIRG (UoM)





Building lived experiences



The smallholder farming system:

- 3-6 heads of cattle/buffalo
- Producing 4-5 L milk daily
- 5-7 members per household

9 million farming households
Supplying >95% of the milk

2007

On-farm challenges + gaps in
local information sources

2011

Engaging & working with
farmer groups; women & men

2015

Definition... *“extensionists” have attempted to resolve agricultural problems by focusing on the transfer of innovations... These typically take the form of attempts to influence farmer practices via the introduction of technologies...*

Source; Cook et. al. (2021) World Development.

Shifts in theoretical perspectives

Regarding supporting agricultural innovation. Source; Klerkx *et al.* (2012)

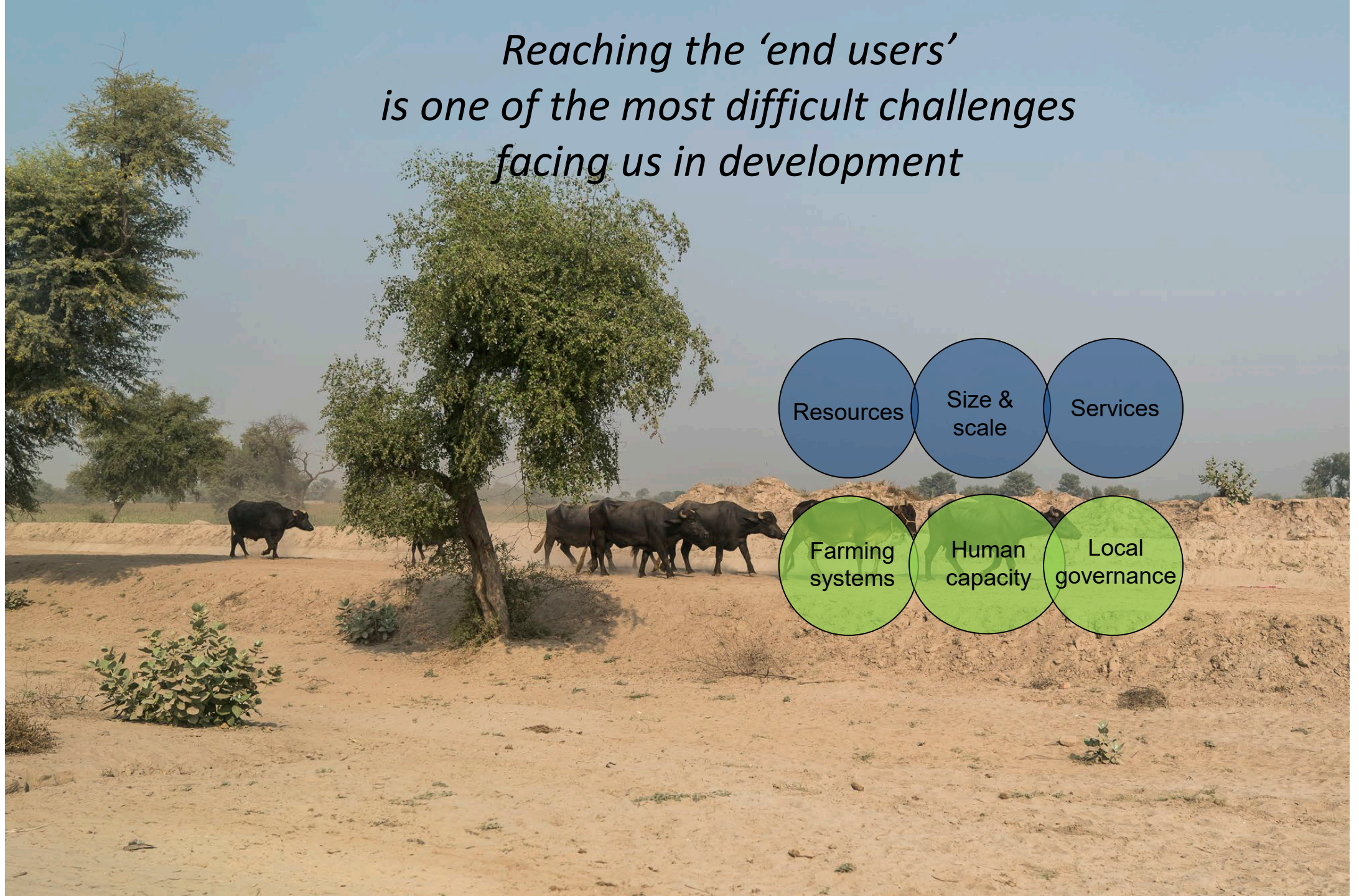
Characteristics	Transfer of technology / Diffusion of innovations
Era	1960s
General approach	Linear style of learning
Organisations	Government lead
Mental model & activities	Supply technologies through pipeline
Role of farmers	Adopters
Role of scientists	Innovators



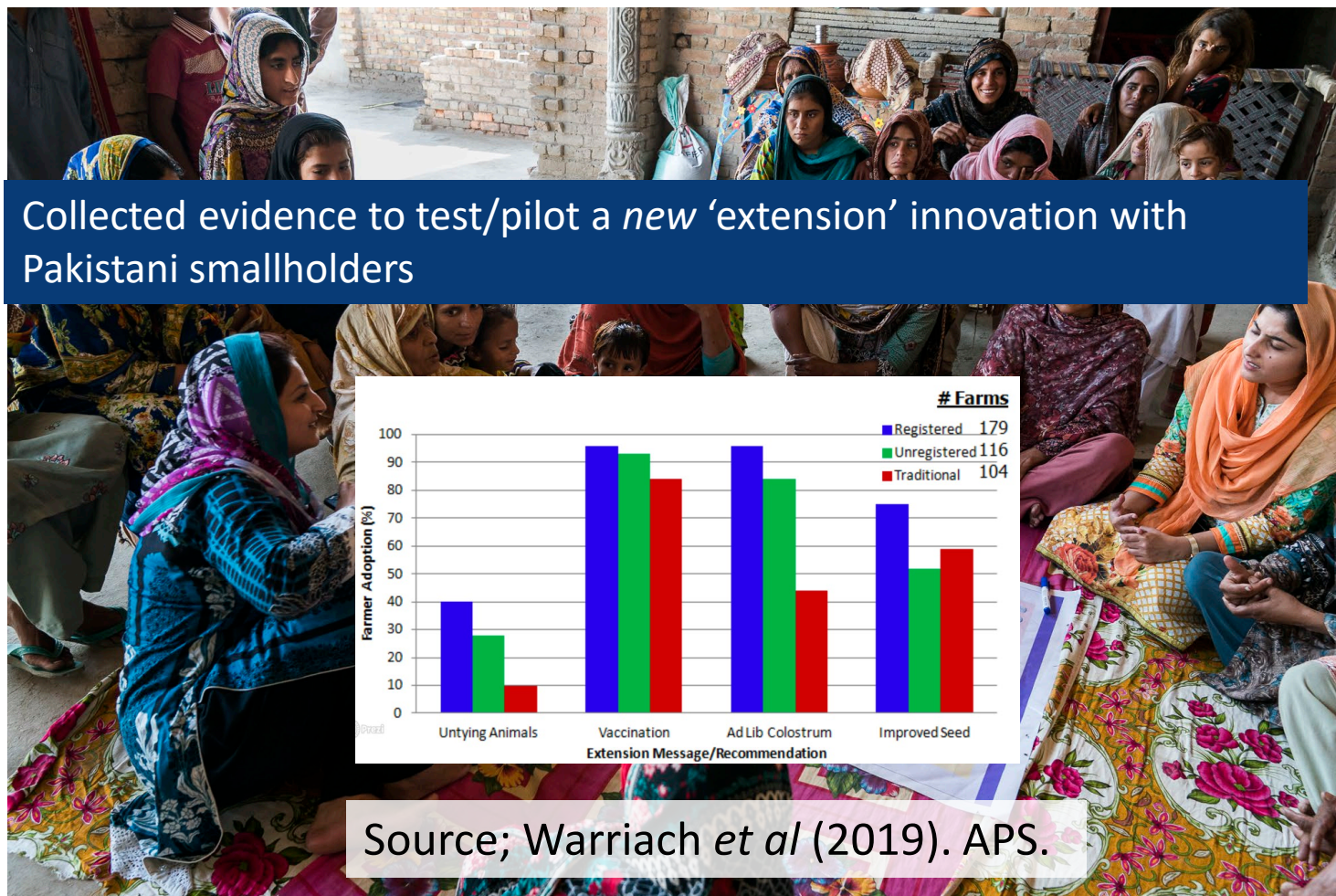
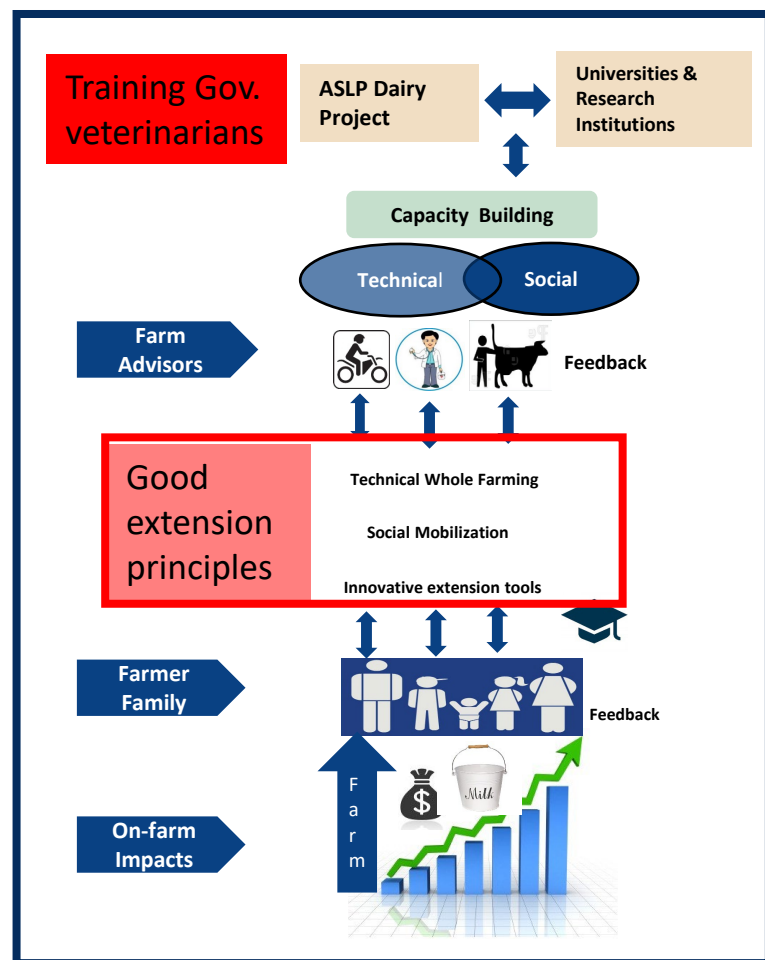
Pakistan → is **pluralistic** with multiple groups involved in ‘servicing’ farmers. This includes; Government, private industry, NGOs & research institutes



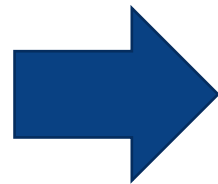
*Reaching the 'end users'
is one of the most difficult challenges
facing us in development*



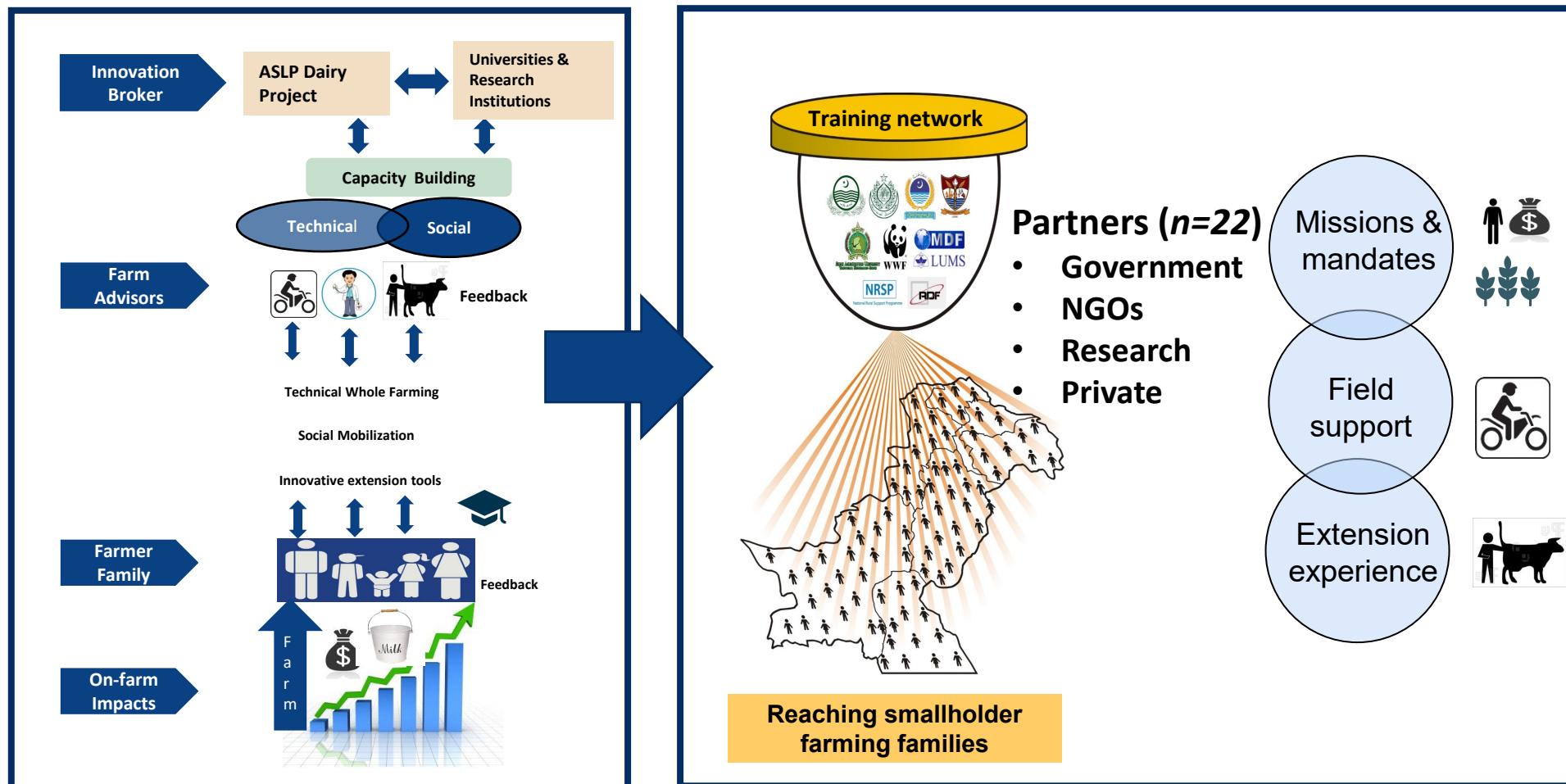
Our innovation: the Whole Family Extension Approach



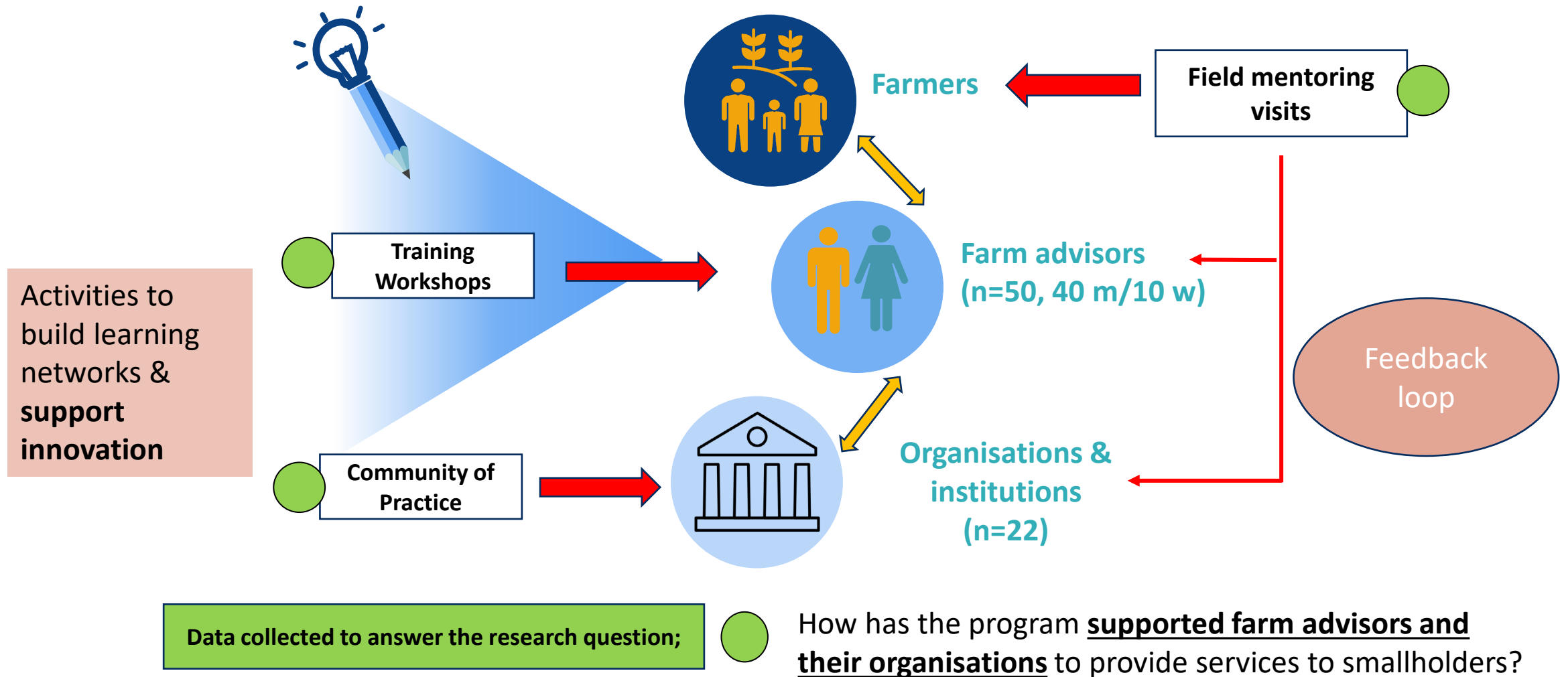
WFEA



Pakistan extension system



Project interventions; at three layers



Qualitative results from case study data

Advisor

Ability to solve farm issues independently

Better links with farming communities

Improved job performance

Increased capacity of staff

Financial and time savings

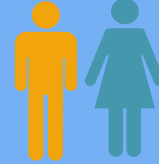
Growth in services delivered

Milk production and quality increased

Advisors know more about the whole farming system

Improved animal health and welfare

More relevant and accessible extension messages



**Networks at all levels
supported innovation**





Acknowledgements

- The Australian Government for their funding support to be able to implement these projects (ACIAR)
- Credit to Conor Ashleigh (CA) for his photography
- Our Pakistan team members
- The smallholder farming families we work with
- For more information on the project:
 - aciar.exposure.co/transforming-dairy-farming-in-pakistan
- Contact details:
 - dmcgill@unimelb.edu.au

References

Cook, B., Satizabal, P. and Curnow, J. (2021). Humanising agricultural extension: A review. **World Development: 140.**

Klerkx, L., Schut, M., Leeuwis, C. and Kilelu, C. (2012). Advances in Knowledge Brokering in the Agricultural Sector: Towards Innovation System Facilitation. **IDS Bulletin: 43.**

Warriach, H., Wynn, P., Ishaq, M., Arif, S., Bhatti, A., Latif, S., Kumbher, A., Batool, Z., Majeed, S., Bush, R., Pasha, T. and McGill, D. (2019). Impacts of improved extension services on awareness, knowledge, adoption rates and perceived benefits of smallholder dairy farmers in Pakistan. **Animal Production Science: 59**

