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

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.

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

On-farm challenges + gaps in local information sources

Engaging & working with farmer groups; women & men

2007

2011

2015
### Shifts in theoretical perspectives

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

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<th>Transfer of technology / Diffusion of innovations</th>
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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

Collected evidence to test/pilot a new ‘extension’ innovation with Pakistani smallholders

Project interventions; at three layers

How has the program supported farm advisors and their organisations to provide services to smallholders?

Data collected to answer the research question;
Qualitative results from case study data

- 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
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• For more information on the project:
  • aciar.exposure.co/transforming-dairy-farming-in-pakistan
• Contact details:
  • dmcgill@unimelb.edu.au

References