

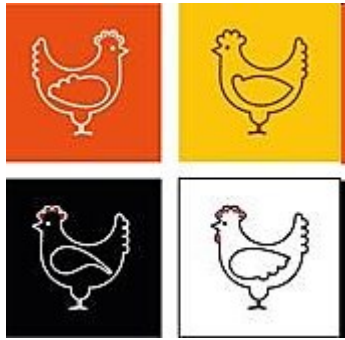
# CHALLENGES AND OPPORTUNITIES FACING EXTENSION PROGRAM IN INDONESIA

DISCUSSION MATERIAL

Workshop on "Capacity building for research:  
promoting inclusive development of  
agricultural value chains"

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**MB IPB Bogor, 17 February 2015**



# EXTENSION PROGRAM IN INDONESIA



## EXTENSION PROGRAM IN INDONESIA



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- **The characteristics of extension agents**
  - **To examine the challenges: need a new approach?**
  - **Extension program: the opportunities**
  - **Training needs in implementation**
  - **The need of communication for development**



# The Characteristics of Extension Agents

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## Expertise

- **Mostly trained in agricultural subject matter. specialized in agricultural extension.**
- **Technical agricultural subjects.**
- **Agro-ecotechnology (agronomy, soil science, and animal farming);**
- **agricultural economics/agribusiness**
- **other specializations, such as animal science, vets, post-harvest agri-technology, etc.**

## Workload

**The extension agents serve between 150 to 400 farmers (double than the MoA recommendation)**

## Private Ext. Agent

**The private extension agents serve when they do their corporate jobs (TS, Marketing, CS)**



# Extension Program: The Challenges

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## Competency

**Lack of (soft) skills capability, include: managerial and leadership skills, self-motivating, etc**

## Farmers' Participation

**Lack of farmers participation; some cases lack of encouragement (extension agent faults?)**

## Gathering Forum

**Minimum or unavailability of a cross-sector extension forum; no/little chance to have lesson learnt from other groups**

## Extension Tools

**Minimum or unavailability of appropriate extension tools (field conditions, farm facilities, etc)**

## Funding

**Funding for execution and further evaluation and monitoring, but not for the private ones.**



# Extension Program: The Opportunities

**Market  
Potency**

**Big population (250 mio) and work forces that needs further improvement in capacity building**

**Macro  
Economy**

**Good and consistent macro economy growth, with GDP/cap + 4,500 USD, need more agri products**

**Purchasing  
Power**

**Growth with demography bonus of middle class which drives main purchasing power**

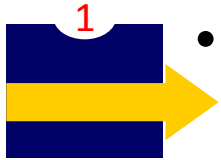
**Low  
Consumption**

**Low protein consumption but keep increasing**

**Government  
Policy**

**in line with the Government policy to increase the productivity-be self sufficient in rice, soya and corn**

# The Need of Communication for Development to Strengthen Extension



- **Contemporary issues of development and communication integrated rural development**
  - **participatory extension**
  - **a system view of extension, and integrated communication media)**



## **2) Communication skills**

- **Effective in listening, supervision, lobbying,**
- **grant writing and fund raising, leadership, and ICT operation/social media**



# Training Needs for Extension Agents in Program Implementation

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## Capacity Building

the need for in-service training to enhance their job performance; report writing, planning in monitoring and evaluation, managerial skills, etc

## Training Topics

Use of new media/information technology;  
Marketing of agricultural products;  
Advance agricultural technology ; farming-business perceived




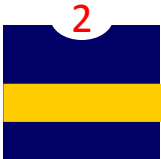



# *Executive Summary*


## Privatizing The Extension Work


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**Cattle extension work now moving to private services by independent parties and moving towards part of industrialization**
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**Should not rely or depend on the public services especially under the de-centralization, not under responsibility of the Government**
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**Capacity building and industrial perspective are the fundamental perspective has to be well understood (scale of economy, nature of the business, etc)**
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**Need to address that extension agents have to be able to improve productivity as a part of increasing efficiency**
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**Extension work has to be seen a tool to involve farmers to convert their comparative advantages becoming competitive advantage**

