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Supporting Smallholder
Farmers in Asia and Pacific
Islands Region through
Strengthened Agricultural
Advisory Services
(SAAS Project)

BEST PRACTICE NOTES



SECOND CROP DIVERSIFICATION PROJECT: AN INTEGRATED EXTENSION APPROACH FOR RURAL DEVELOPMENT

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5 Key Points

1. Challenges and constraints

- Small farmer groups formation
- Marketing of premium priced products
- Continuous training of farmers

2. Objective

The Second Crop Diversification Project aimed to boost profitability of farmers by adding value in their products.

3. Methodology

- Appropriate selection of the farmers
- Group formation
- Awareness raising and participation in the savings scheme
- Participation in technical training
- Availing of credit support
- Marketing of the products by the group members

4. Highlight of result

- Annual income of farmers increased to 65%
- 4,790,000 new jobs were created

5. Highlight recommendation

- Continuous capacity-building of farmers and trainers
- Strong cooperation between all stakeholders

Introduction

- The Second Crop Diversification Project (SCDP) was designed to increase the production of high value crops (HVCs) and promote efficient marketing that would boost the profits of the rural workers.
- It also aimed to build sustainable practices for farmers to forge partnership between the Department of Agricultural Extension (DAE) and Micro-Finance Institutions (MFIs) to support farmers in Bangladesh.
- To achieve these objectives, the project was designed into five components such as HVC production support, (ii) Value addition support, (iii) Credit support, (iv) Institutional strengthening, and (v) Project implementation support.
- The beneficiaries of the project were 240,000 small and marginal farm families whose production rate, quality, and profits were low.
- It was implemented in 52 upazilas (sub-districts) under 27 districts in the north-west and south-west of Bangladesh where most people had a low average annual income.
- To effectively conduct the project, a Private Service Provider (PSP) assisted Farmer Marketing Associations (FMA) in planning for crops to plant based on agricultural knowledge, trends in market, and customer preferences.
- They also facilitated in acquiring of post-harvest technology and long term supply contracts with trades, merchants, dealers, and exporters. Furthermore, the PSP also guided FMAs in selling their products at premium price to increase profitability.
- Despite the challenge in forming the small farmer groups (SFG), the joint initiative between the DAE and MFI resolved this.