



**SUBSECTOR BRIEF RURAL
ADVISORY SERVICES.**

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1.0 INTRODUCTION

The new concept of Rural Advisory Services (RAS) is an emerging issue in the development world. Due to shortages, scarcity and absence of extension and related farm services and advice to farmers, development practitioners across the globe has been attempting to devise mechanisms where the market can be an incentive to private sector entry in provision of these services. Hence the concept of market oriented rural advisory services.



In RLDP, the rural advisory services is a new item which aims to be a cross cutting theme over all other sub sectors. Due to similarity of issues happening to farmers of the Central Corridor Tanzania regardless of the crop they farm, RAS is expected to become an all-round solution on the best methods and ways to make the necessary services available and affordable to rural producers.

In phase IV of RLDP is promoting rural advisory services, strengthen existing and improve the mechanisms for efficient and effective delivery for the services to the clients.

2.0 RAS VISION

Under the current sub sector strategy, RAS vision is to see rural advisory services effectively contribute to the sustainable reduction of hunger and poverty.

3.0 OBJECTIVES

1. Promotion of improved seeds use and availability, by collaborating with other stakeholders such as input suppliers, agro-dealers LGAs, research, agriculture training centers and partners.
2. Improve the agronomic practices of the farmers, by organizing the demonstrations plots, exchange visits and study tour and trainings of service providers
3. Enhancement of accessibility of extension services to rural producers around Central Corridor by training local service providers.
4. Improve the information flow on production techniques, crop diseases, mineral deficiency, pest management, weather forecast and weather information and other agriculture issues by collaborating with partners in media companies such as radio and mobile phone companies.
5. Fostering collaboration management of existing RAS platforms in Tanzania AND globally.

4.0 SECTOR INTERVENTION

4.1 Promotion of quality seeds use through demonstration plots.

In this interventions several constraints are addressed, such as low use of the improved seeds, insufficient extension services, low productivity of sunflower and low use of fertilizers.

To address the constraints mentioned above RLDC interventions focused on promoting the improved seeds use through demonstration plots, the programme which came up with local service providers who help to disseminate good agronomic practices to their fellow farmers within their locality.

The programme is implemented in collaboration with Agricultural Seed Agency (ASA), and Mount Meru Millers Company and RLDP, expecting to reach 7320 + farmers. In the collaboration ASA was tasked to conduct the survey that provided information on the status of seed use, agronomic practices, production and productivity of the crop, marketing and other important information needed for the programme. The survey identified villages and farmers/lead farmers who are involved in the demo plots. ASA with District Extension Officials are conducting the training to the selected farmers on good agronomic practices and other production techniques.

Mount Meru Millers Company coordinate demonstration plots that are located in Manyoni, Iramba, Mkalama, Singida Rural and Ikungi Districts and ASA coordinates the demos in Babati, Kondoa, Kiteto, Kibosa, Gairo and Kongwa Districts. Twelve districts are involved in the programme within the central corridor.

The contribution in this intervention are as follows RLDP 44.2%, ASA 33 % and MOUNT MERU SEED COMPANY 22.8%

Monitoring of the programme will be a responsibility of all partners by involved in recording field data and informations. The programme is also going to be gender inclusive estimating to have 40% women farmers.



4.2 Information dissemination through radio

The intervention is aiming at improving the information flow to both farmers and other stakeholders in agriculture. The constraints in this intervention are insufficient informations about the production techniques, little information about climatic change, effects and mitigations and insufficient extension services provision especially on crop diseases and deficiency syndrome for the plants.

The focus of this intervention will be on weather forecast to producers and knowledge provision on crop diseases (crops clinic). RAS envision is to disseminate this information through radio, and has already identified Mwangaza FM radio to air the programme. AMKA media research is

expected to do two role, one is to build the radio station capacity in technical aspect and marketing, and monitor the feedback from the listeners about the programme

4.3 Improving agronomic practices through developing training providers in cotton.

The intervention will train the service providers who will be involved in training cotton farmers on good agronomic practices. It will be conducted in partnership with the ginners, to provide the training of the service providers. First a workshop will be convened to bring together the ginners and other stalk holders and their readiness to invest in the training of those service providers

4.4 Enhancement of adoption of agronomic and post-harvest practices in rice





Training of farmer promoters and private extension service provision in contract farming; up to now, there are about 100 farmer promoters in the villages that have been trained in proper rice agronomic practices, if well organized and followed up; these will train about 2500 fellow rice farmers for the season of 2012-2013 through the farmer field schools. With the success of this promoter approach, in the year 2013 new farmer promoters could be trained by MKINDO FTC and complement the existing promoters. It is planned that a total of about 200 farmer promoters should be available in villages to facilitate the fast adoption of the proper agronomic practices.

Further the System of Rice Intensification (SRI) will be piloted amongst farmers in three districts and covering 10 villages for a start. Trainings of SRI can either be provided by the MFTC of Morogoro the KATC of Moshi depending on the convenience of the centers at the time.



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