



Concept of Corporate Extension Model

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Corporate extension model:

An agricultural knowledge dissemination paradigm shift is represented by corporate extension, which capitalizes on market-driven strategies, technology, and business expertise to empower producers. Here are the primary features of the corporate extension model's approach:

- **Technology at the forefront:** Real-time insights into crop management, soil health, and resource optimization are provided to farmers by cutting-edge technologies such as data analytics, drones, and precision farming tools. Digital platforms and mobile applications that are user-friendly facilitate the exchange of information, communication, and farmer-to-farmer experiences.
- **Market integration and business acquaintance:** Farmers are directed toward market access, equitable prices, and integration into the broader value chain through corporate extension, which extends beyond traditional agricultural advice. On-farm demonstrations, workshops, and training programs provide producers with practical skills and knowledge of contemporary agricultural practices.
- **Collaboration for impact:** Public-private partnerships are employed by successful corporate extension models to address complex agricultural challenges by combining corporate expertise with government and non-profit resources.
- **Personalized support and data driven decisions:** Data analytics give farmers the ability to make informed decisions about agricultural choices, inputs, and resource management by providing customized recommendations that are specifically tailored to their farm conditions.



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- **Sustainability:** Many models emphasize sustainable practices, such as guidance on organic farming, agroecology, and environmentally favorable methods for long-term viability and resilience.
- **Financial security and risk management:** Insurance programs, credit facilities, and risk-sharing mechanisms are among the corporate support mechanisms that assist producers in overcoming unforeseen challenges and uncertainties.
- **Streamlined supply chains and direct market access:** By directly connecting farmers to supply channels, intermediaries are reduced, consistent market access is guaranteed, and farmers are granted greater control over their produce.
- **Beyond the farm: ecosystem services and community:** Water conservation, biodiversity preservation, and community development are among the broader ecosystem services that certain models promote in order to create a sustainable and holistic agricultural ecosystem.
- **Continuous improvement through monitoring and evaluation:** Continuous improvement and adaptation of corporate extension models to changing agricultural requirements are guaranteed by data-driven monitoring and evaluation.

Corporate extension models provide a promising approach to agricultural development by integrating business acumen, technology, and strategic partnerships. This new era of market-driven solutions, technology, and knowledge has the potential to create sustainable and profitable agricultural systems, enhance agricultural productivity, and empower producers.

Potential benefits and challenges of corporate extension

Benefits

- Increased farmer productivity and profitability
- Improved access to markets and fair prices
- Enhanced adoption of latest technologies and best practices
- Increased knowledge and skills of farmers
- Improved resource management and sustainability
- Reduced environmental impact of agriculture
- Stronger rural communities and economies

Challenges

- Ensuring equitable participation and access for all farmers



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- Balancing corporate interests with farmer needs
- Avoiding dependence on specific technologies or corporations
- Managing data privacy and security concerns
- Building trust and long-term partnerships
- Adapting models to diverse local contexts and needs

The potential to substantially enhance agricultural practices and livelihoods is present in corporate extension models. Nevertheless, it is crucial to meticulously evaluate both the potential advantages and obstacles in order to guarantee their sustainability and success. These models have the potential to significantly contribute to the development of a more promising future for agriculture by promoting transparency, collaboration, and farmer empowerment.

Examples of corporations providing extension services

1. Monsanto's farmer training program in India

Monsanto, which is a subsidiary of Bayer, initiated a Farmer Training Program in India to promote the appropriate use of biotechnology and new era agricultural practices. Monsanto's Indian program not only promoted GM crops such as Bt cotton but also provided farmers with instruction on sophisticated agronomic practices, irrigation techniques, and the efficient use of inputs. Despite the fact that it resulted in increased income and production, the process of navigating farmer skepticism, regulations, and GM controversies was difficult.

2. ITC's e-choupal

e-Choupal, a product of the Indian multinational ITC, promotes rural empowerment and transformation in India by offering producers enhanced access to market information. Utilizing internet kiosks, e-Choupal furnished producers with market data, real-time weather reports, and best practices. The initiative empowered producers with direct market access and transparency in the agricultural value chain by eliminating the middleman. Equipped with market knowledge and price transparency, producers were able to make informed decisions and optimize their profits.

3. Nestlé's sustainable agriculture initiatives

Nestlé is committed to the development of a sustainable future on a global scale to ensure the resilience and responsibility of agriculture. Farmers were provided with the necessary knowledge on water conservation techniques and the responsible use of agrochemicals through training sessions and capacity-building programs on sustainable practices. This ensured the growth of healthy crops and a flourishing ecosystem. Crops are nourished by



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healthier soil, which in turn reduces the environmental impact. Farmers experience increased productivity, which in turn leads to their prosperity.

There are several other corporations like Syngenta, Corteva Agriscience and so on that are involved in agricultural extension.

Conclusion:

Corporations are consistently influencing the agricultural extension landscape, despite the fact that public extension continues to be a significant factor. They are customizing their services to meet the specific needs of producers, including their crops, markets, and profit margins. Corporations serve as intermediaries, facilitating the direct connection between producers and buyers and processors, thereby guaranteeing the highest possible returns. Precision instruments, AI-powered monitoring, data-driven insights, and direct market connections are enhancing profitability, productivity, and reduction of waste. Corporate care is also fostering the development of mobile applications, e-extension platforms, and sophisticated solutions such as automated irrigation.

