

Category	: International Rice Research Conference
Select Theme	: Climate change and environmental sustainability
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Keyword 1	: Adaptation to climate change
Keyword 2	: Climate smart agriculture
Keyword 3	: Scaling up and out
Title of Entry	: Collective Impact Approach for AWD Technology Out-scaling: the case of North-West Focal Area Network in Bangladesh
Presenting author	: Ahmad Salahuddin
Presenting author email	: a.salahuddin@irri.org
Co author 1	: Bjoern Ole Sander
Co author 2	: Mamunur Rashid
Co author 3	:
Co author 4	:
Co author 5	:
Co author 6	:
Co author 7	:
Co author 8	:
Co author 9	:
Co author 10	:
Co author 11	:
Co author 12	:
Co author 13	:
Co author 14	:
Affiliation presenting author	: IRRI
Affiliation 1	: IRRI

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Select only one type of presentation	: 15 minute oral presentation
Abstract	: Despite a number of approaches that have been experimented in the past, an inclusive and nationally appropriate collective impact model for technology out-scaling is yet to be innovated. There are examples elsewhere beyond agriculture extension, that a Collective Impact approach can be very impactful and resource saving in many areas of development: public health, education, community development etc (http://www.collectiveimpactforum.org/what-collective-impact). IRRI together with a number of actors active in AR&D in the Northwest of Bangladesh initiated such a model for AWD (Alternate Wetting and Drying) out-scaling in farmers field covering five districts and ten sub-districts during last two winter rice (Boro) seasons 2017-18. Developed by IRRI in early 2000s the technology have been accepted as an effective water saving and GHG emission mitigation technology by all concerned as a simple, useful and effective to reduce use of water without sacrificing yield. The main challenge has been was to distribute the benefit to farmer and water sellers equitably. IRRI introduced a social organizational approach with the NW Focal Area Network . Farmers kept records of water use & consumption of fuel and compared. The savings of water, fuel and number of irrigation then becomes evident and it was not difficult for farmers to monetize the value of the volume of wate saved. Around thirty percent water saving of water were reported from most tube well areas. In 2017 different extension approach was used by different social mobilization partner agencies those who have organized the farmer groups. Farmers also had different kinds of negotiation approach to share the benefit from the savings. This model has been replicated again during 2018 Boro season. Different actors have played their active role: supporting for farmer and extension agent training (BRRI & DAE), social mobilization to organize and learn with the farmers (NGOs, BARI, DAE & BMDA), keeping records and analyzing together with farmers (HSTU & NIDS), and showing technology videos to farmers (AIS). The results so far has been very much appreciated by all partners. The positive experience of year one has been the inspiration to expand the program for year two.

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