

GRET

Professionals for
Fair Development

MaLaSaKa

Management Advice for Family Farms



**U Than Htwe Aung – Gret Myanmar
November 2014
Annual LIFT Forum – Nay Pyi Taw**

Devoted to Action and Innovation for Global Solidarity

What is MaLaSaKa

**MaLaSaKa = Management
Advice for Family Farm (MAFF)**

**An innovative extension
service for family farm**

➤ **Vision**

To support family farming development by helping farmers to make the most relevant management decisions

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Main principles of Malasaka

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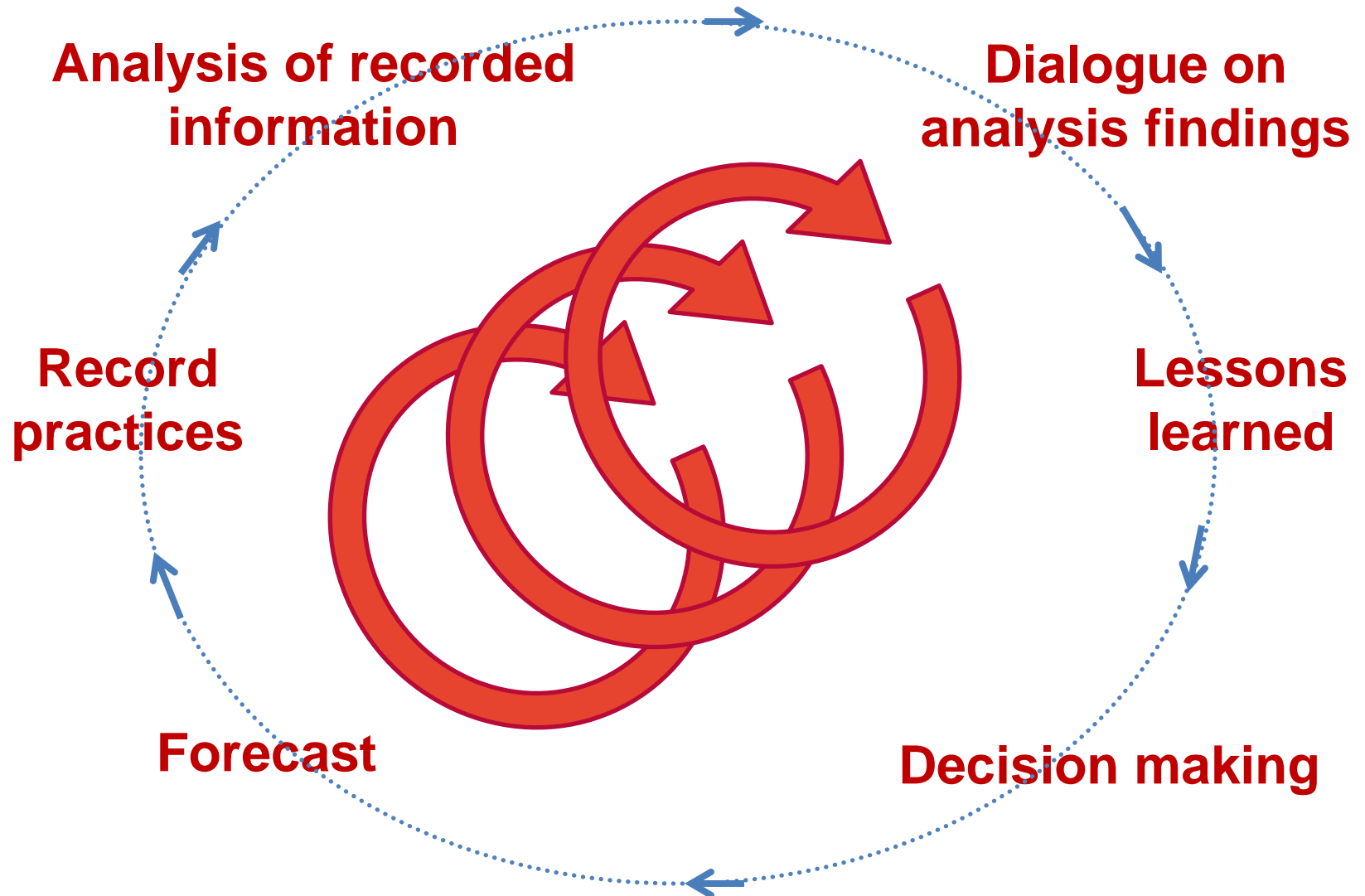


➤ **Bottom-up approach:** farmers themselves are central to the process, playing an active role in their own development

- Regular dialogue with the advisor
- Good understanding of the farm situation
- Adapting the advice to the farm and farmer situation
- Letting the farmer make decision by himself

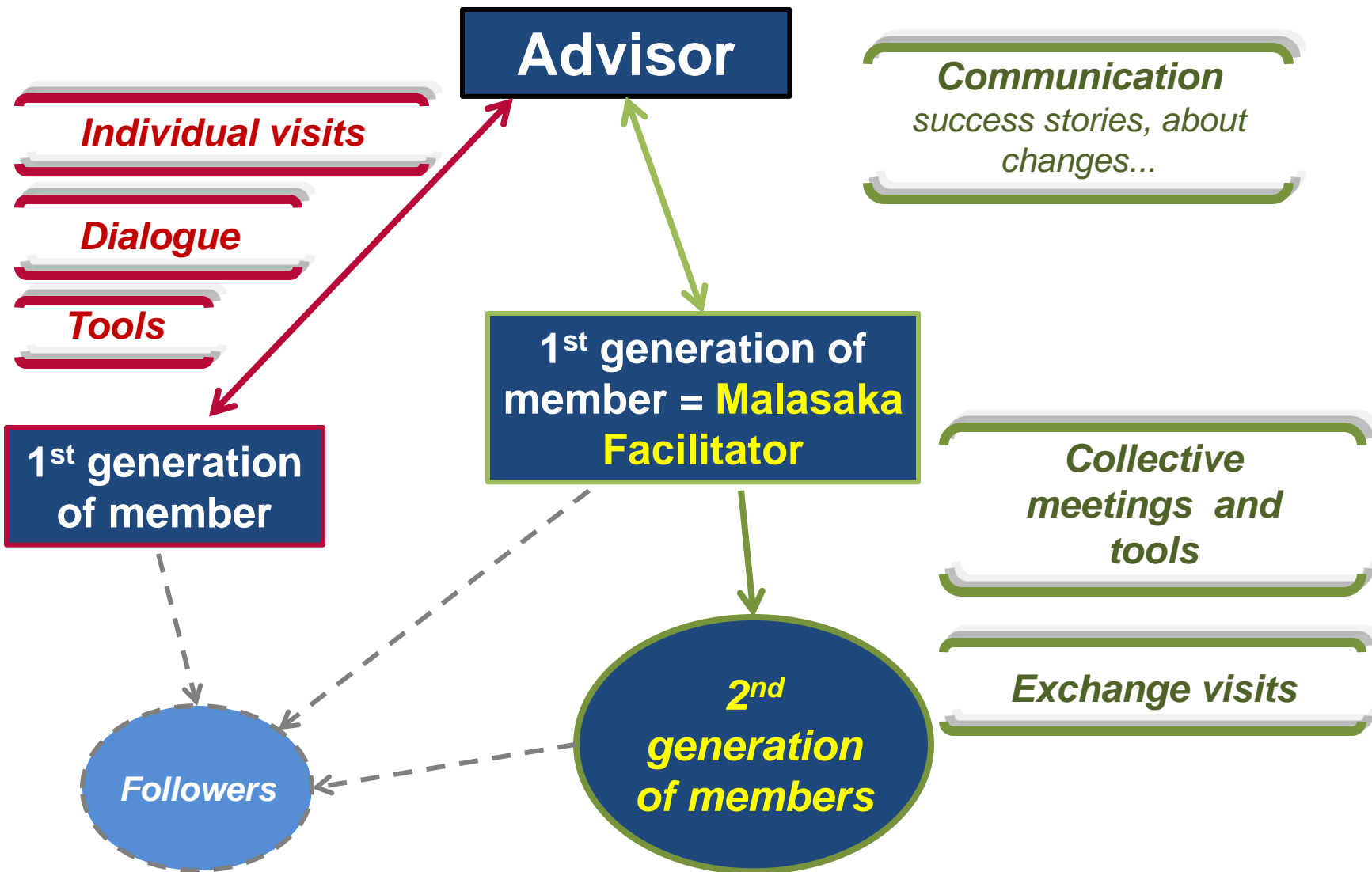
MaLaSaKa: a permanent cycle of improvement

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MaLaSaKa: from individual advise to collective approach

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Current results for farmers in Myanmar

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➤ Behavior changes

- Increasing family interest in better financial management
- Considering the economic result of farming activities

➤ Technical changes

- Change of variety, compost-making...

➤ Organizational changes

- Optimizing working time, adapting crop calendar, relying on equipment...

➤ Economical management changes

- Storage strategy, market approach...

➤ Networking

- Between farmers but also link with other stakeholders and service providers



Wider added values

8 ➤ Contribute to collective emergences

- Collective marketing, purchasing of inputs, equipments,...



➤ Enable a precise and reliable understanding of farmers' situation and needs

- Local level services to farmers can be adapted or set-up: trainings, financial products, price information, ...

➤ Contribute to the creation of economical references

- Helping decision making by donors and government.



Key points

MaLaSaKa = Management Advice for Family Farm (MAFF)

**An innovative
extension service
for family farm**

**From individual
advise to collective
development**

**Based on farmer
needs & breaking
with top down
habits**

**Going beyond
technical advise
including
economical
management**

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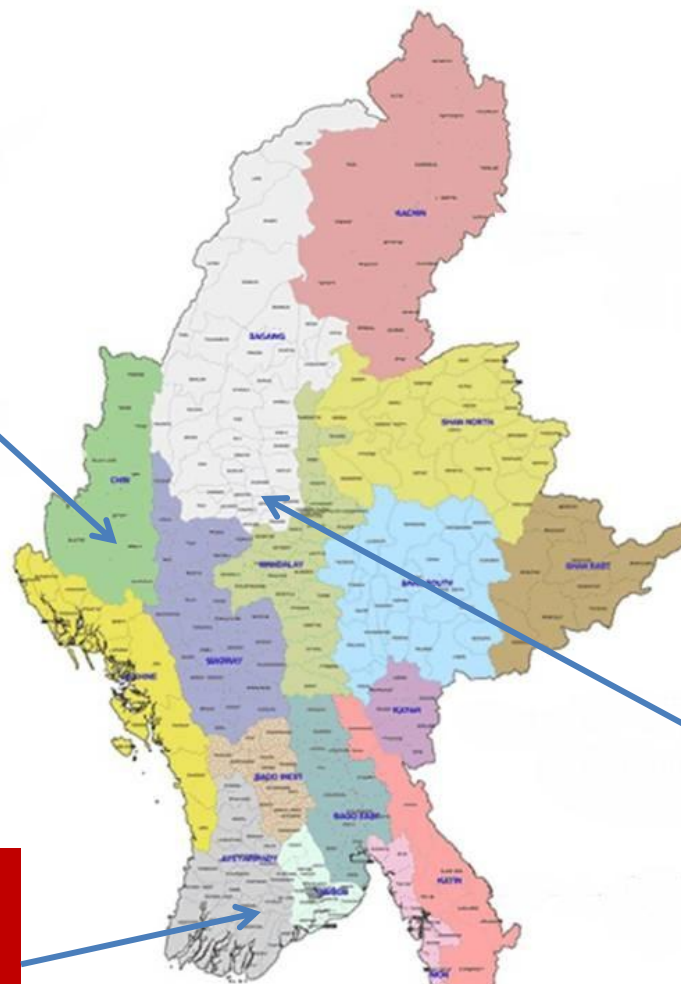


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Northern
Chin State
*December
2012*



Ayeyarwaddy
Delta
February 2011



Central Dry
Zone
February 2012

Number of advisors = 45

Number of 1st generation members = 225

HR cost of the approach 1 region, 5400 beneficiaries

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Ratio beneficiary

1 advisor	→	15 members 1st generation
1 Malasaka Facilitator (80% first generation)	→	10 members 2 nd generation
1 member	→	3 followers

For one region

		Beneficiary	Total number
10 Advisors	→	150 Members 1st generation	150
120 Malasaka Facilitators	→	10 Members 2 nd generation	1200
1350 members	→	4050 Followers	4050
Total beneficiary			5400

HR cost of the approach 1 region, 5400 beneficiaries

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Ratio Human Resource		
1 advisor	→	15 members 1st generation
1 field supervisor	→	10 advisors
1 coordinator	→	5 field supervisors

For one region

HR	Quantity per region	Unit cost per month	Total cost per year per region
Advisors	10	\$500.00	\$60,000.00
Malasaka Facilitator	120	\$17.14	\$24,685.71
Field supervisor	1	\$750.00	\$9,000.00
Coordinator	0.2	\$1,000.00	\$2,400.00
Total cost per year			\$96,085.71

Total beneficiary	5400
Total cost per year	\$96,085.71
Cost per beneficiary per year	\$17.79
Cost per beneficiary per month	\$1.48

Gret aims at developing the approach in Myanmar

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- YEZIN University & Agricultural schools
- Government staff
- Other INGOs and local NGOs working for agricultural development



**Thank you very much for
your attention**



**Now: farmer sharing
experience on Malasaka**