



### FBIP Research on Farmer Behaviour

FBIP researchers have been busy conducting Focus Group Discussions (FGDs) and Key informant interviews (KIIs) to uncover factors influencing farmer behaviour towards technology adoption. From November 2018 until March 2019, a total of 31 focus group discussions (FGDs) comprising 351 farmers and service providers were conducted across Bangladesh, India and Nepal. In Bangladesh, RDRS Bangladesh and Rajshahi University (RU) completed 8 FGDs in research sites in Rangpur. In India, Uttar Banga Krishi Viswavidyalay (UBKV) conducted 7 FGDs in West Bengal and Bihar Agricultural University (BAU) completed 6 FGDs in Bihar. In Nepal, the Nepal Agricultural Research Council (NARC) also carried out 9 FGDs in research sites in Sunsari. Results suggest that focussing on the successful technologies first and using farmer groups to overcome negative norms and increase risk

tolerance can improve adoption of Conservation Agriculture-based Sustainable Intensification (CASI) technologies. Moreover, combining micro-incentive vouchers to purchase appropriate inputs, organising group seeding, and purchasing CASI contracting services can further influence the uptake of CASI adoption among South Asian farmers.

In April to December 2019, the FBIP team conducted a total of 369 key informant inter-



Focus Group Discussion in West Bengal, India

views (KIIs) in India and Bangladesh. In India, UBKV conducted 121 KIIs in West Bengal and BAU completed 125 KIIs in Bihar. RDRS Bangladesh and RU carried out 123 KIIs in Rangpur research sites. Additional insights from KIIs reveal that promoting farmers, service providers, and farmers groups who are successfully adopting CASI technologies can influence farmers' decision to adopt the technology. Appropriate framing of benefits and costs of CASI technologies is crucial in improving farmers' perception towards CASI. Messaging, service provision and micro-incentives, and training and extension focussing on behavioural insights can further improve CASI technologies uptake in the region.

In the first phase of the project, we found that aside from economic factors, behavioural factors play a crucial role in farmers' decision making. Hence, we will incorporate this knowledge in designing interventions that can "nudge" farmers to adopt CASI technologies .



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RDRS Bangladesh

# Project Workshops & Training

## Mid-year Evaluation and Planning Meeting

The Farmer Behaviour Insights Team met in Dhaka, Bangladesh on 8-10 March 2019, for the mid-year evaluation and planning workshop. The three-day planning workshop was attended by 20 participants from Australia, Nepal, India, and Bangladesh. Participants reported the progress of research activities in their sites on Day 1. The second day was devoted to training on Nvivo, conducted by Jon Marx Sarmiento (UWA); Data Management using Stata by Dr Farid Khan (RU) and introduction to Moodle site (Dr Fay Rola-Rubzen).



Half-yearly planning in Dhaka, Bangladesh

## Annual Project Review and Planning Meeting

On 16-18 October 2019, the annual review and planning workshop of the Farmer Behaviour Insights Project was held in Siliguri, West Bengal, India. The workshop was attended by 27 participants from Nepal, India, Bangladesh, and Australia. Apart from progress reporting of research activities and progress evaluation and planning, trainings were conducted on data analysis. Dr Fay Rola-Rubzen (UWA) gave a training on Impact Analysis and Propensity Score Matching, while Dr Rene Villano (UNE) gave a training on Efficiency & Productivity Analysis.

## SAVE Training

The FBIP Australian team — Dr Fay Rola-Rubzen, Dr Roy Murray-Prior, Dr Rene Villano and Jon Marx Sarmiento—attended the Security Awareness in Vulnerable Environments (SAVE) training organised by DFAT, held on February in Canberra, ACT.



Annual planning in Siliguri, West Bengal, India

## Capacity building

On June 2019, an online training module, the UNE ACIAR Socioeconomics Moodle portal, developed for capacity building in quantitative data analysis was launched. This training, spearheaded by Dr Rene Villano (UNE), involves six modules on data analytics, choice analysis, impact analysis and efficiency and productivity analysis. Currently, there are 24 enrolled participants composed of project partners from in India, Bangladesh, Nepal and Australia.

## Meet the Project Team



**Dr Rene Villano**  
Econometrician

**Dr Rene Villano** specialises in applied econometrics and agricultural and development economics. He has extensive experience in research for development projects in Asia and Africa. Dr Villano is a Professor of Economics at the University of New England, Armidale, NSW where he teaches econometrics to both undergraduate and postgraduate courses. In FBIP, his role is to lead the quantitative analysis in modelling factors influencing decision making and technology adoption, efficiency and productivity analysis and analysing behavioural economics experiments. He also provides support in survey design, report preparation and writing papers and policy briefs.



**Dr Sanjay Kumar**  
Agronomist

**Dr Sanjay Kumar** is an Associate Professor at Bihar Agricultural University (BAU), Bhagalpur, Bihar, India. He is an agronomist and has keen interest in conservation agriculture and farming systems, in which he is currently involved in research projects in BAU, Sabour. Previously, he was associated with CIMMYT and IRRI programmes on Conservation Agriculture for Sustainable Intensification. In this project, he will contribute in capacity building, data collection, and field experiments.

**Dr Deepa Roy** is an Assistant Professor at Uttar Banga Krishi Viswavidyalaya (UBKV). As an agricultural extension specialist, she undertakes research studies on extension education, especially training needs assessment. Dr Roy plays a critical role in FBIP by actively being involved in conducting focus group discussions and monitoring of key informant interviews in research sites in West Bengal, India. The project is benefitting from her exuberance and energetic personality.



**Dr Deepa Roy**  
Agricultural Extensionist

**Dr Krishna Prasad Timsina** is a Senior Scientist at the Socioeconomics and Agricultural Policy Research Division of Nepal Agricultural Research Council. He is an agricultural economist with experience in trade analysis, agricultural policy analysis, agribusiness and value chain analysis, and adoption and impact analysis of agricultural technologies. Dr Timsina is also a post-doctoral research fellow (Endeavor) at Charles Sturt University, School of Agricultural and Wine Science in Orange campus, New South Wales. In the FBIP project, his role is to coordinate field activities, contribute in research design, data gathering, and analysis in Nepal.



**Dr Krishna Timsina**  
Agricultural Economist