

FARMER BEHAVIOUR INSIGHTS PROJECT

Understanding Farm-Household Management Decision Making for Increased Productivity in the Eastern Gangetic Plains

Background

New and innovative technologies play a crucial role in adaptation and resilience to climate change. However, despite many good agricultural technologies introduced to smallholder farmers, the level of adoption varies. In many cases, adoption rates are lower than desired levels, particularly outside project sites. If we are to address the climate change challenge, it is critical to understand what drives farmers' adoption behaviour.

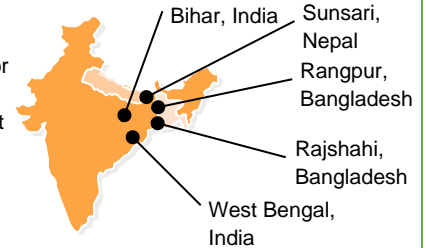
Using behavioural economics approach, this research examines the decision making process of farm-households in the adoption of farming systems innovations in the Eastern Gangetic Plains (EGP). It will lead to better understanding of farm-household management decision making for increased productivity in the EGP, hence the acronym FBIP (Farmer Behaviour Insights Project).

This project is funded by the Australian Centre for International Agricultural Research (ACIAR).



Research sites

The project is being conducted in the Eastern Gangetic Plains of South Asia. South Asia has an estimated 274.5 million poor people with India, Nepal and Bangladesh having the highest incidence of poverty (World Bank Poverty & Equity Databank, 2018).



Why use behavioural economics approach?

Neo-classical economic theory has been the standard approach in understanding technology adoption and diffusion. But why are farmers not adopting even if the intervention seems to be in their best interest? It appears that conventional economic theory can not explain such phenomenon. Hence, we will use a new approach - the *behavioural economics* approach - which considers social, psychological, and economic factors to provide new insights on farmer decision making, which can then be used in designing more effective policy interventions. Our research will explore the following questions:

Can behavioural economics explain better adoption and adaptation decisions than conventional adoption models?

If so, how can it be used to “nudge” farmers to adopt conservation agriculture for sustainable intensification-based technologies?

Research objectives

Objective 1

Determine whether behavioural economics can provide additional insights in the adoption & adaptation decisions of farm-households in the EGP.



Objective 2

Identify what specific behaviours & bottlenecks are leading to or constraining the adoption/ non-adoption outcomes & examine their implications for extension, agro-input provision & agricultural service delivery.



Objective 3

Develop, test and evaluate program interventions on extension, input provision and service delivery that incorporate behavioural insights

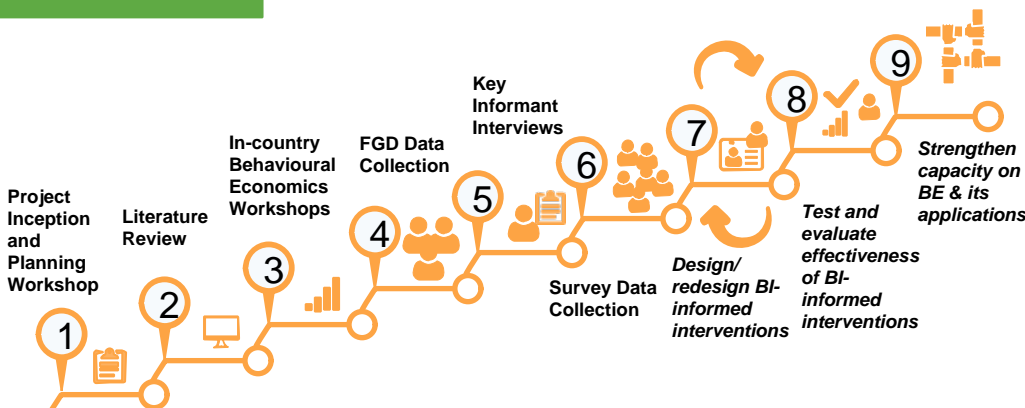


Objective 4

Strengthen organisational & institutional (partnership) capacity to improve the impact of farming innovations in the EGP



Our progress so far



Partnerships

We are working with government agencies, non-government organisations, the private sector, farmers and farmer groups in implementing this project.

If you wish to partner with us or are interested to participate or learn more about this exciting project, please contact us at the email address below.