

The Potential Roles of Farmers' Organizations and Private Service Providers In Improving the Livelihood of Farmers in the Muda Area, Malaysia

Muda Agricultural Development Authority (MADA)
MALAYSIA

MUDA IRRIGATION SCHEME



- Located in the North-west of Peninsular Malaysia.
- The largest granary area in Malaysia with an area of 100,685 hectare.
- Accounts for approximately 40% of the country's rice production.
- 55,130 farmers operates in Muda Area.

1

3

- MADA was established by integrating the functions of **3 main Departments**:
 1. Department of Agriculture
 2. Farmers' Organisation
 3. Drainage and Irrigation Department

OBJECTIVES	<ul style="list-style-type: none"> • To uplift the living standard of the majority of the rural population • To increase rice production for the national requirement
VISION	<ul style="list-style-type: none"> • To be a leading agency in the development of a modern, efficient and stable rice industry in Malaysia, and also as a prime mover of socio-economic development for farming community in the Muda Area

4

EXTENSION BY IRRIGATION BLOCK

- 4 MADA administrative regions.
- 27 Farmers' Organizations (FOs).
- 172 irrigation blocks.
- MADA implemented extension by irrigation blocks at FOs level.
- Extension services within the zone will **cover all stakeholders involved** in the rice industry.



5

FARMERS' ORGANIZATIONS

- There are 27 Farmers' Organizations (FOs) in the Muda area.
- There are four (4) major roles of FOs in the Muda area, among them are:
 - Center of extension services, such as agricultural and irrigation advisory.
 - Distribution center for government's aid and incentive.
 - Implementation of economic activities to improve local farmers lives.
 - Implementation of social and community activities.

6

PRIVATE SERVICE PROVIDERS IN THE MUDA AREA

- 700 combine harvesters
- 4,117 tractors



7

WATER USER GROUP

- To further enhance the water management efficiency at FOs localities MADA has initiated the water users groups (WUG) among farmers in the scheme. Until 2018, there are 54 WUGs.



3rd World Irrigation Forum
1-7 September 2019, Bali, Indonesia

8

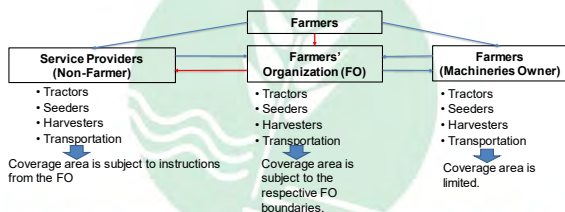
HOW FOs & SERVICE PROVIDERS CAN COLLABORATE

- Since 2011, all FOs in the Muda Area are involved in the development of rice estate project, where management of participating farms is **centralized and fully managed** by the FOs. Currently there are 38,358 hectares of estate managed by the FOs with 20,299 farmers involved.

3rd World Irrigation Forum
1-7 September 2019, Bali, Indonesia

9

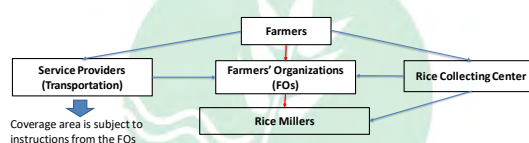
LINKAGES OF FO AND PRIVATE SERVICE PROVIDERS' ACTIVITIES AT FARM LEVEL



3rd World Irrigation Forum
1-7 September 2019, Bali, Indonesia

10

LINKAGES OF FO AND PRIVATE SERVICE PROVIDERS' ACTIVITIES AT MARKETING LEVEL



3rd World Irrigation Forum
1-7 September 2019, Bali, Indonesia

11

BENEFITS OF LINKAGES BETWEEN FO & SERVICE PROVIDER

- Better planting schedule adherence.
- Service providers only need to discuss with the FOs, the FOs will represent the farmers.
- FOs receive up to 10% rebate of the contract service charges.
- FOs can reduce the cost of production and increased land productivity.
- Better income of the farmers.

3rd World Irrigation Forum
1-7 September 2019, Bali, Indonesia

12

CONCLUSION

- The service provider's role is important in Muda Area.
- Good cooperation between FOs, farmers and service providers is required in the Muda area.
- The role of MADA through its FOs and the establishment of WUGs greatly helps to empower farmers to manage water efficiently. Thus ensuring better yield and improve livelihood of the farmers.
- Adherence to the planting schedule can help in good management of rice cultivation as well as the management of pests and diseases.

3rd World Irrigation Forum
1-7 September 2019, Bali, Indonesia

13

THANK YOU

