

Training Manual: The Basics of Financing Agriculture

Module 3.5 | Management Techniques III – Research and
Presentation

Acknowledgement

The Agriculture Finance Training Manual is part of AgriFin's Agriculture Finance Training Tools. The Manual was developed by [IPC](#) - Internationale Projekt Consult GmbH as part of AgriFin's technical advisory project for Cameroon Cooperative Credit Union League ([CamCCUL](#)).

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Session Overview

LEARNING OBJECTIVE	Undertaking quality desk review and primary research as well as the ability to effectively present research findings is an essential skill for agriculture loan officers (ALO). This session provides guidance on these areas which the trainee can use as reference for ensuring the quality of their outputs.
SCOPE	At the end of this session, the trainee will be well versed on the following topics: <ul style="list-style-type: none">• Methods of conducting quality research and suggestions on reliable websites for data points on agriculture-related topics• Good practices on conducting primary research, including suggestions on stakeholder interviews and site visits for agriculture lending evaluation• Success factors in making presentations and preparing reports are also included, along with the necessary background notes that the trainee must prepare to ensure the quality of their output
TARGET	Agricultural loan officers, financial analysts, trainers, and other professionals interested in agriculture financing
DURATION	1 hours

Content

1. Conducting desk research
2. Conducting primary research and organizing findings
3. Presenting findings
4. Exercise



1. How to do Desk Research?

- Sort fact from fiction
- Search smart
- Stay focused
- Cite right
- Search for other source of information!

- Websites that can be of interest for agricultural research:
 - <http://scholar.google.com/>
 - <http://www.fao.org/home/en/> and <http://faostat.fao.org/>
 - <http://data.worldbank.org/topic/agriculture-and-rural-development>
 - <http://www.cirad.fr/en/home-page>
 - <http://www.prota4u.info/>



2. How to do Primary Research and How to Organize your Findings?

- Ask key-people (trainer, colleagues, farmers) where you can find information
- Read books
- Go on the field
- Interview key people

Locations that can be of interest for agricultural research:

- Library and bookshop
- Input shops (they usually sell brochures)
- Research institutes
- Farms, etc.

Findings' organization:

- Build your plan
- Classify the information found
- Rewrite what you found with your own words to be able to explain it clearly



3. How to Prepare your Presentation?

1. Prepare your notes

- Highlight important information
- Write them in big enough letters
- Reread your notes several times

2. Prepare your supports documents

- Have adapted illustration to support your presentation
- Prepare support documents to distribute
- Make sure the material you require will be available (beamer, etc.)

3. Have a successful oral presentation

- Train yourself and repeat it before to present it in front of the class (it also allow you to check that you don't exceed the 15 minutes)
- Use simple words, speak in an intelligible way (take deep breaths)
- Look at your audience (not at your notes)
- The more you will know your subject, the more comfortable you will be, the easier it will be for you to do a good presentation

4. Exercise – Maize Agronomics

- **Prepare a presentation that includes**
 - Varieties and their **YIELDS** in your region
 - **PICTURE** of the crops at their different stage of reproduction accompanied with **SUMMARISED CULTURAL PRACTICES** (land preparation, planting, weeding, fertilizers application, pests & disease control, labor costs)
 - **PROFIT & LOSS** including only the direct costs
 - **MARKET PRICES** at different times of the year
- **Presentation characteristics:**
 - Don't exceed 15 minutes
 - Adapted support material for the whole class (it can be under PPT format, Flipcharts, documents printed for the whole class, etc.). It can't be a lecture with no support documents.

For more resources please visit AgriFin's website

www.AgriFin.org

We welcome your feedback to help us further refine these training materials. Please contact us at agrifin@worldbank.org.