

# Role of field partner in implementation

## UBA – Orientation Workshop

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*Partnerships are*

*becoming more sophisticated and  
an acknowledgment that there is more value in working together*

*it's not only about access to products, access to markets,  
access to knowledge or driven by limited CSR budgets*

*rather a focus on holistic partnerships that create sustainable impact  
for society, the state, and business*

# A field partner's role is



**to bring together** all relevant actors within a region

**to overcome formal structures** and to involve interest groups more equitably

**to bridge the gap** between policy and implementation



to be a key instrument of **local governance**

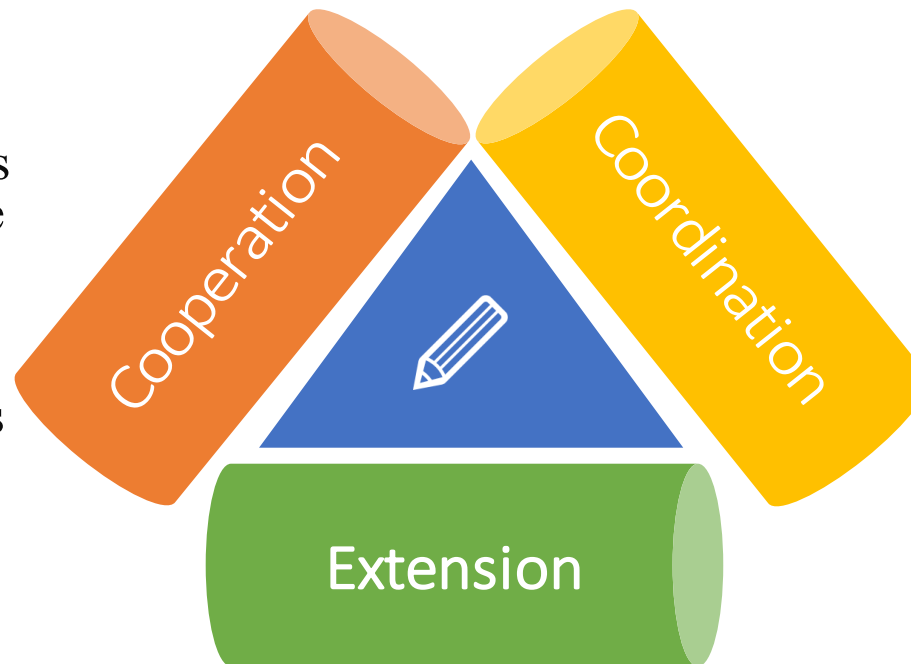
to provide a mechanism to work together and to **adapt their policies** to better reflect the needs of people

**to provide satisfying solutions** in a complex society, where the policy frameworks in place often seem to be fall short

# Responsibilities of field partner



- Field partners are required to develop cooperation among multiple stakeholders in the region they are operating.
- This can be done via forming FPOs or primary cooperatives and integrating them cooperatives federations



Coordination between knowledge providers and farmers, rural entrepreneurs, women groups

- Major role is to disseminate relevant information to farmers and rural entrepreneurs.
- Information could be technical, scientific and market related

# Core values of partnership

## Equity and respect

- respect each partner
- acknowledge their ideas
- harness each other's strengths

## Transparency

- sharing of information
- clear communication
- honest discussions on difficult issues



## Commitment

- partnership with good faith
- commitment to shared vision

## Persistence

- trust and familiarity are build up over time
- need persistence and patience in difficult time

**NEVER GIVE UP**

# Basis of a field partnership

## Locally driven, or bottom-up

- from the region where the need for better co-operation and co-ordination of activities is recognized

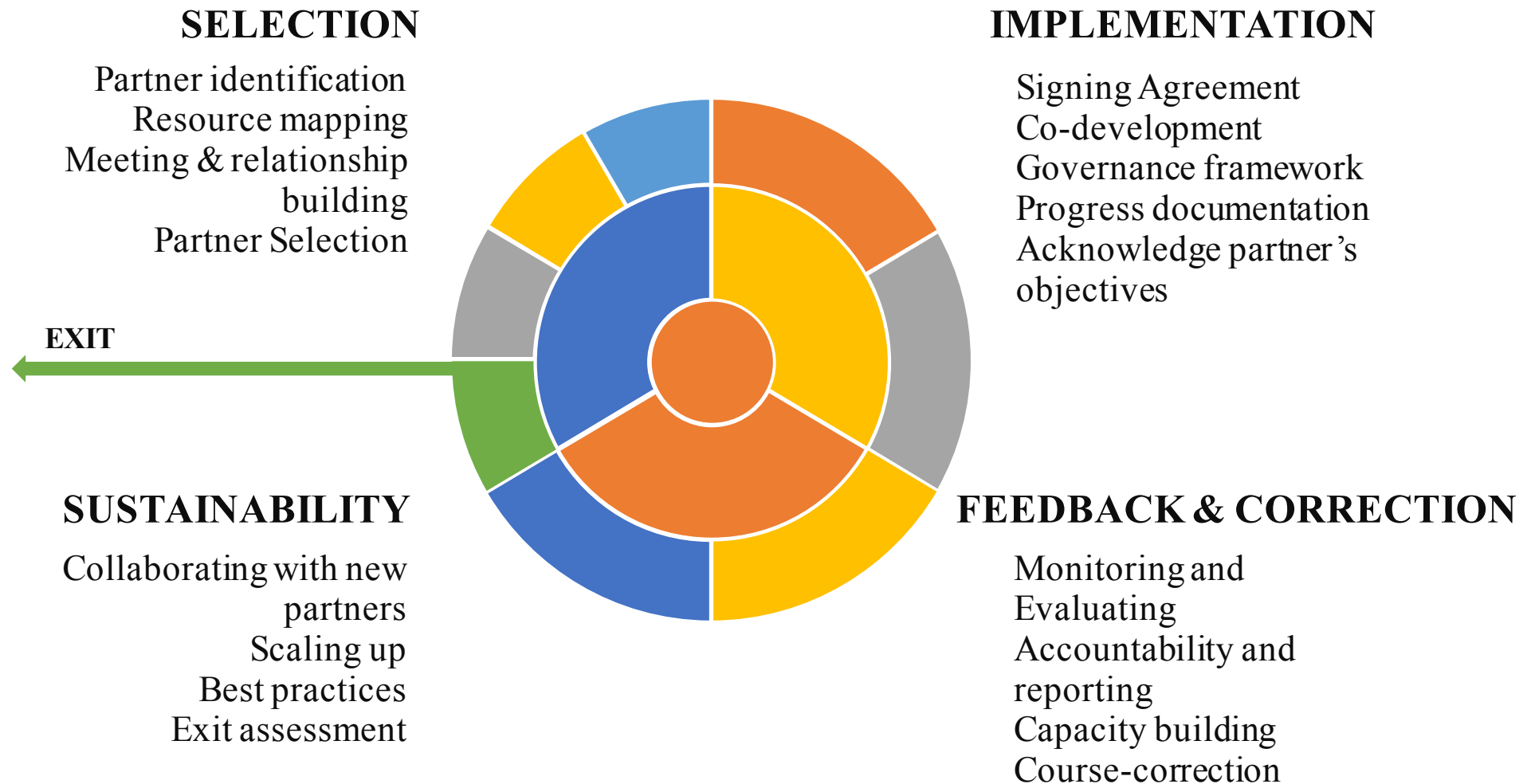
## Policy driven, or top-down

- when someone at the central level considers the partnership approach to be the right one for the solution to a certain type of problem

## Incentive driven

- in that money is offered for a certain type of activity

# Partnership lifecycle framework



# Succession in field partnership

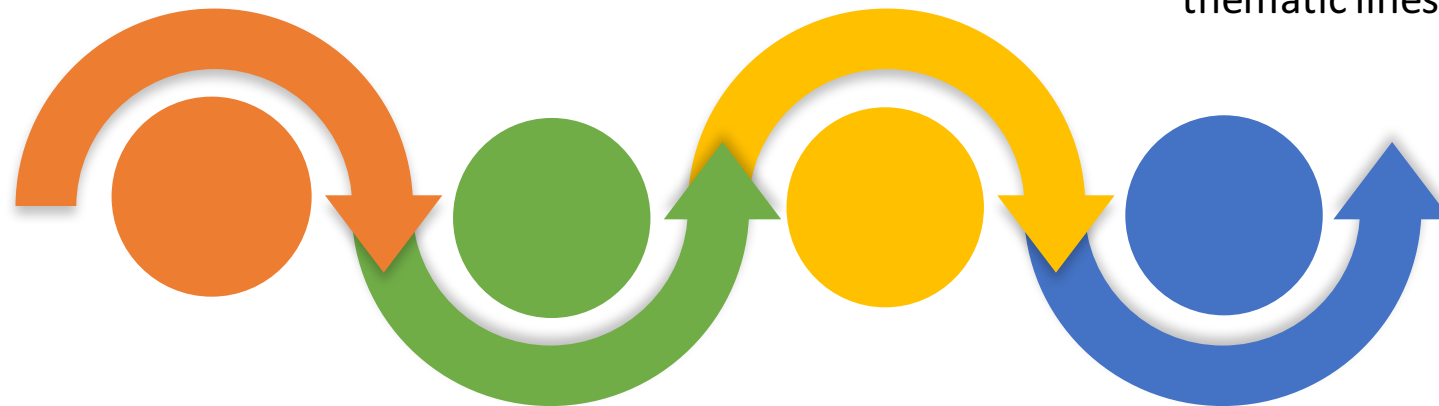


## 2. PRINCIPLES OF PARTNERSHIP

define partnership  
principles, targets and  
objectives

## 4. LOCAL NEEDS

the competences to be organized  
according to local needs  
not on hierarchical, sectoral or  
thematic lines.



## 1. MOBILIZATION AND INCLUSION

bring together all relevant  
actors to achieve wider  
understanding and approval  
of their policy

## 3. COMMON STRATEGY

partners should have consensus on a  
common strategy e.g. some issues might  
constitute a problem for one group but  
not be considered as a problem by others



# Factors for creating effective partnership

## Decide upon clear needs for partnership

- Define the issue the partnership will tackle
- Determine if partnership is the right choice
- Identify what the partnership needs in order to be successful
- Think about where to make the approach

## Understand the partner well

- Investigate at both the operational and personnel level
- Assess the risks and rewards of partnership

## Build and maintain trust

- Have honest conversations, use shared language, and listen to concerns
- Meet regularly
- Acknowledge and respect differences

## Set out a clear vision of objectives, understanding of mutual benefit

- Align interests and objectives for the partnership
- Acknowledge individual benefit
- Set roles, responsibilities, and expectations at the beginning and manage throughout

# Factors for creating effective partnership

## Invest the time, people, and resources to manage the relationship

- Empower champions
- Develop a network of people who are committed to the partnership's success

## Design for sustainability and implement for success

- Co-create an implementation strategy that lays a clear plan to reach the objectives
- Jointly develop a flexible governance structure to support a variety of solutions
- Decide on the time stamp of the partnership
- Give people time to seek internal commitment to solve problems
- Start focused to make sure it is scalable and replicable

## Hold each other accountable and take corrective actions

- Regularly assess deliverables, time frames, and allocated resources
- When planned reality doesn't happen, learn from missteps and course-correct
- Focus on lessons learned for future success

## Learn the 'Art of Exit'

- Go into the partnership understanding that it may not be successful
- Exit gracefully and celebrate the successes



Thank you!