المملكة المغربية
Royaume du Maroc

وزارة الفلاحة والصيد البحري
والتنمية القروية والمياه والغابات
Ministère de l'Agriculture, de la Pêche Maritime,
du Développement Rural et des Eaux et Forêts

الجيل الأخضر
GÉNÉRATION GREEN
2020 – 2030

المكتب الوطني للإستشارة الفلاحية
ⵄⵉⵎⵙⵇⵓ ⵓⵎⵙⴳⴰ | ⵙⴳⵯⵄⵓⵍⵓⵇ ⵓⵍⵅⵉⵍⵄ
Office National du Conseil Agricole

PRESENTATION OF THE NATIONAL AGRICULTURAL ADVISORY OFFICE (ONCA)

SKIM PROJECT "Strengthening Knowledge Management for Greater Development Effectiveness in the Near East, North Africa, Central Asia and Europe "

ELMANSOURI RACHID: DGCATT/DICA/ONCA

June 20, 2022

STRUCTURING OF THE PRESENTATION

011 ORGANIZATION

Recommendation for the creation of ONCA, Office in charge of agricultural advice (Law 58 – 12)

Autonomous statute governing the attributions of the Office:
- Executive management ;
- 3 Central Directorates;
- 12 Regional Directorates;
- 41 Provincial Services for the Implementation of agricultural advice;
- 300 Agricultural Advisory Centers;
- 500 Public Agricultural Advisors
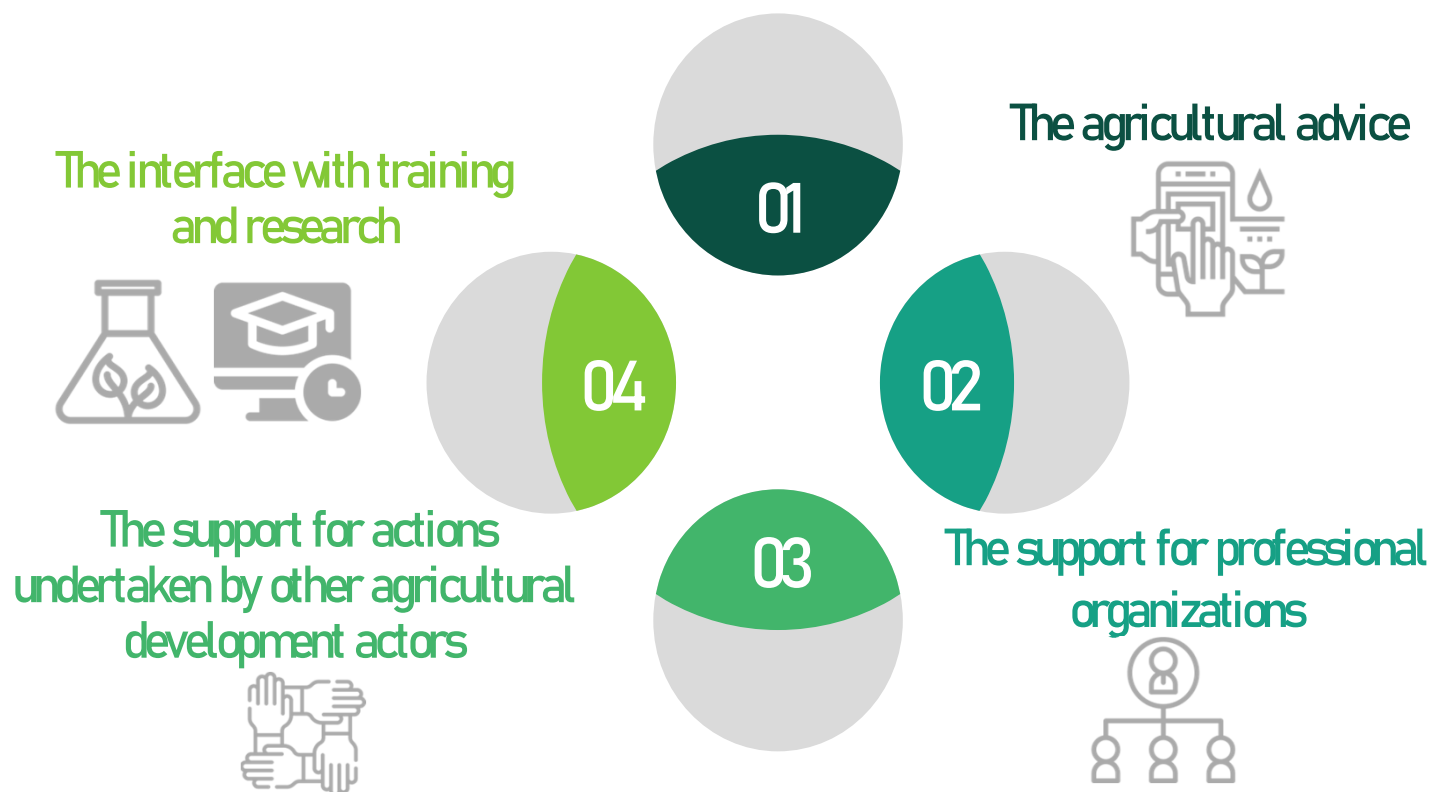- 1500 Private Agricultural Advisors (contractualisation)

012 ASSIGNMENTS

ONCA is responsible for piloting, coordinating and monitoring the implementation of the agricultural advisory strategy at the national level. It is responsible for applying government policy in terms of agricultural advice, in particular through:

01 The agricultural advice

02 The support for professional organizations

03

04 The interface with training and research

The support for actions undertaken by other agricultural development actors

Given the changing context of its missions (Green Generation, digitization of the agricultural sector, young people, etc.), ONCA has launched a new project for the development of an advanced version of the ARDNA platform to improve the quality of services provided to farmers and their organizations

021 UPDATE OF SUPPORT MECHANISMS PROPOSED BY ONCA

Mechanism 1. Regional centers for young agricultural and agri-food entrepreneurs

- Modern structure ensuring the incubation of young rural project leaders.

Mechanism 3. Inter-cooperation and organizational innovation

- Establishment and implementation of a national program of 18,000 entrepreneurial agricultural cooperatives.
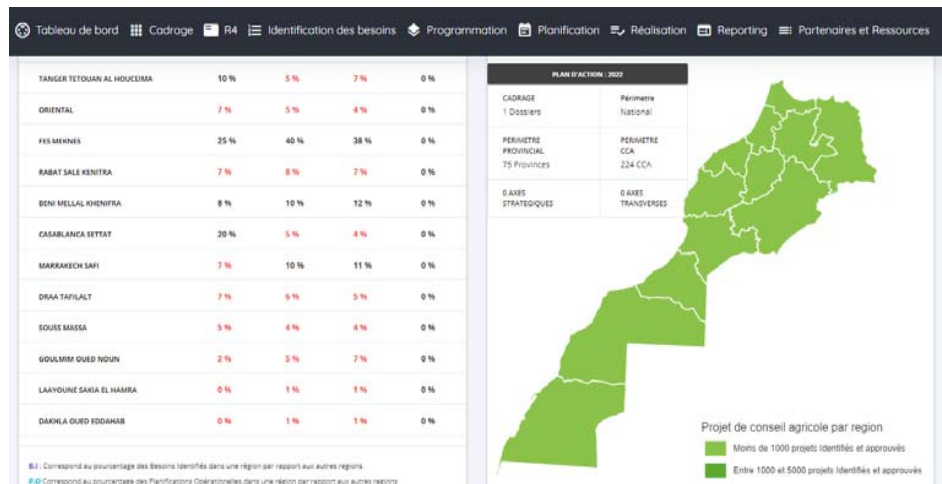
Mechanism 2. New generation of support mechanisms

- Reform and modernization of support mechanisms;
  • 5,000 agricultural advisers (public and private), i.e. coverage of 960 farmers per adviser by 2030
  • Digi-Advice...

01
02
03

031   DIGITAL PLATFORMS OF THE AGRICULTURAL COUNCIL (PDCA & ARDNA)

Digital Platform of the Agricultural Council (PDCA): the raising of turnover needs, the planning of turnover activities, as well as the monitoring and management of operations.

ARDNA Digital Platform: An integrated platform for the digitalization of agricultural consulting offering several digital services.

- Lack of governance;
- A static platform, with the exception of the questions and answers section;
- Non-continuous and non-institutionalized feeding.

A NEW VERSION OF ARDNA redesigned as part of the GG

OF AN OLD ARDNA VERSION designed as part of the VDP

- A scalable and iterative platform
- Proposal of an innovative and attractive bouquet of applications for the new generation of agriculture more connected to digital (New generation of OPAs, service delivery cooperatives and entrepreneurship of young farmers);
- Data platform feeding system continuous over time and quality;
- Institutionalization and empowerment of actors for the animation of the platform
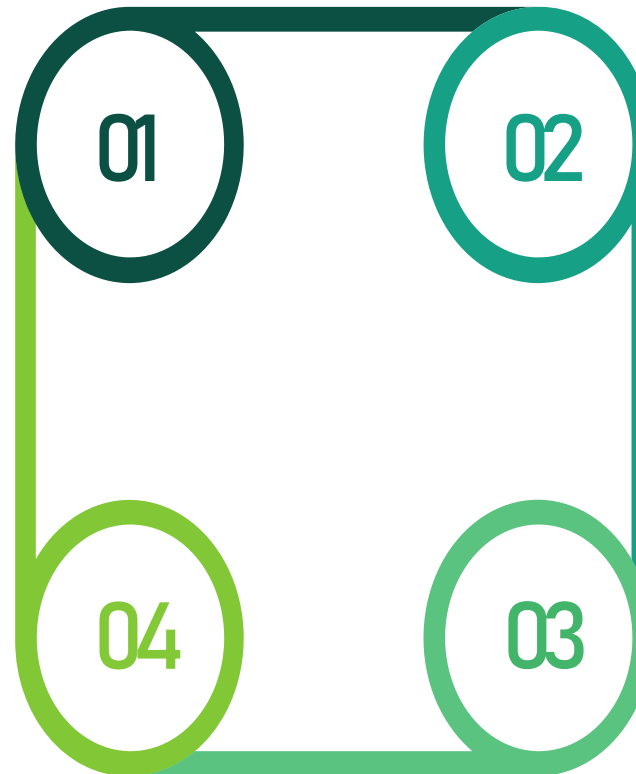
042 BOUQUET ARDNA

Knowledge Base

The agricultural knowledge base is a self-service online library, centralizing expertise without the agricultural and agri-food field, developed by ONCA and its partners.

01

FaceAgri

FaceAgri considered as the 1st completely free and independent agricultural social network at the service of farmers and their organizations.

02

E-learning

E-learning is a type of distance learning that uses the internet and new digital technologies with the aim of improving learning processes and providing access to various educational content and training in the H24 agricultural field regardless of where the recipient or target is located.

04

FFS virtual

The ARDNA platform provides for the digitalization of FFS in order to target a wider audience of farmers and their children based on the needs of the field . The ARDNA platform provides for the digitalization of FFS in order to target a wider audience of farmers and their children based on the needs of the field.

03

042 BOUQUET ARDNA

The ARDNA bouquet is organized around 4 key components
Each component is developed in two areas with dedicated interfaces: customer area and administration area
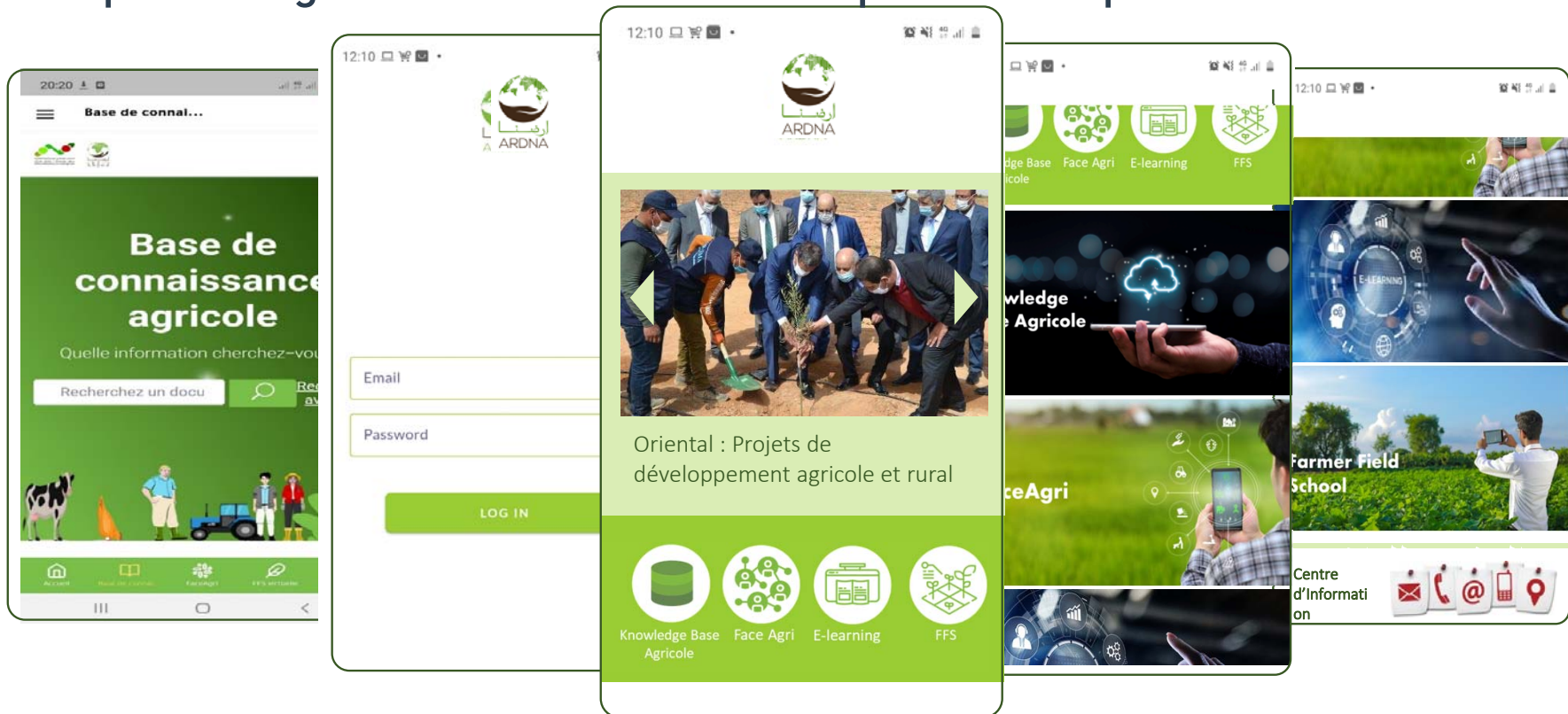
043 3 VERSIONS, WEB, MOBILE AND A MOBILE APPLICATION

All the components of this platform are developed in responsive mode (adapted to mobile) A mobile application is being developed allowing direct access to each of the components of the platform

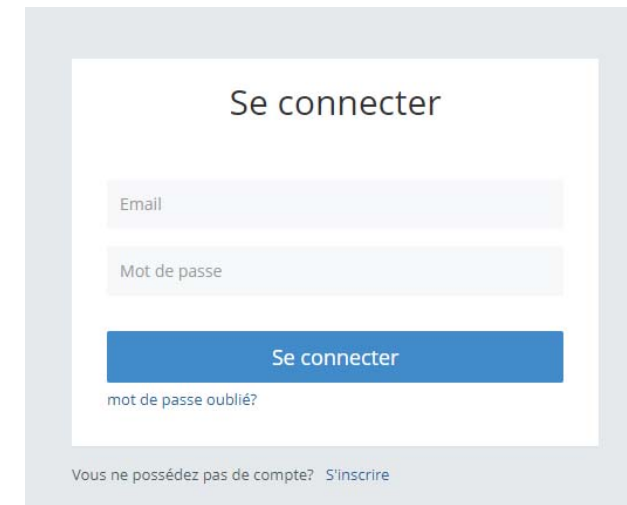## 051   PRESENTATION OF THE FRONT AND BACK OFFICE

The Agricultural Knowledge Base is a self-service online library, centralizing expertise and knowledge in the agricultural and agri-food field, developed by ONCA and its partners.

Front office

Back office

https://ardna.org/basedesconnaissnances

https://admin.ardna.org

052 KNOWLEDGE BASE- FRONT OFFICE

A smart keyword search engine available in Arabic and French

It offers these different users (farmers, agricultural advisors, researchers, doctoral students, ...) the possibility of accessing, thanks to an intelligent keyword search engine available in Arabic and French language, a rich and up-to-date documentary database on knowledge and knowledge in the agricultural and agri-food sector.

Simply enter the keywords of the information and document you are looking for and click on the search magnifying glass.

To refine his search, the user can also use the advanced search by clicking on "Advanced search", according to several criteria:

- Axes;
- Regions;
- Domains;
- Sectors;
- Categories;
- Sources.

053 SOME FIGURES ON THE CONTENT ADDED

656 added content distributed as follows:

320 Podcasts and radio shows

46 videos

288 guides and reports

2 articles

061   PRESENTATION OF THE FRONT AND BACK OFFICE

Face Agri: 1st agricultural social network completely free and independent at the service of farmers and their organizations.

It is a platform for exchange between farmers, among themselves and with agricultural advisors and actors and professionals in the sector, around general themes or specific topics in the agricultural and agri-food sector. Farmers, agricultural advisors and professionals in the sector… meet there to post, like and comment on their experiences and share their concerns and activities.

Front office

Back office

062 FACEAGRI – FRONT OFFICE

Account creation and user authentication
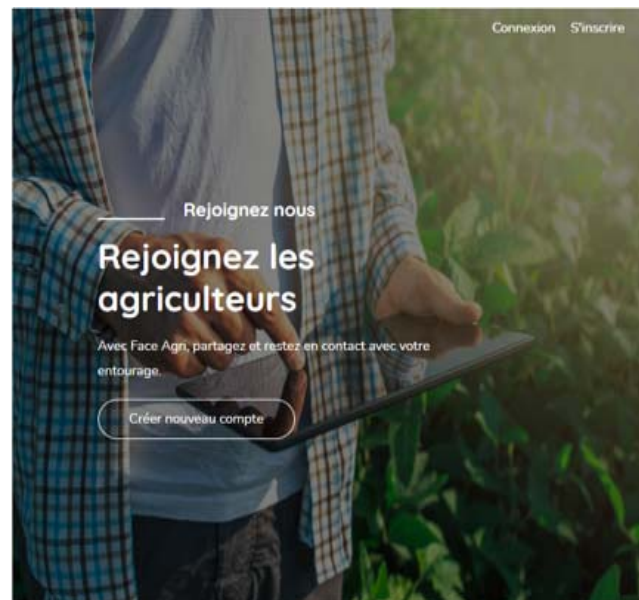
For a first login, the user must click on the "Create an account" tab and fill out the form containing the information below and then click on the "Complete registration" button.

– Name and Surname
– Username;
– Gender;
– Email;
– Phone number
– Password;
– Profile (Facilitator, agricultural advisor and farmer). To connect to the Face Agri network simply inform the username or email address and password and click on the connect button.
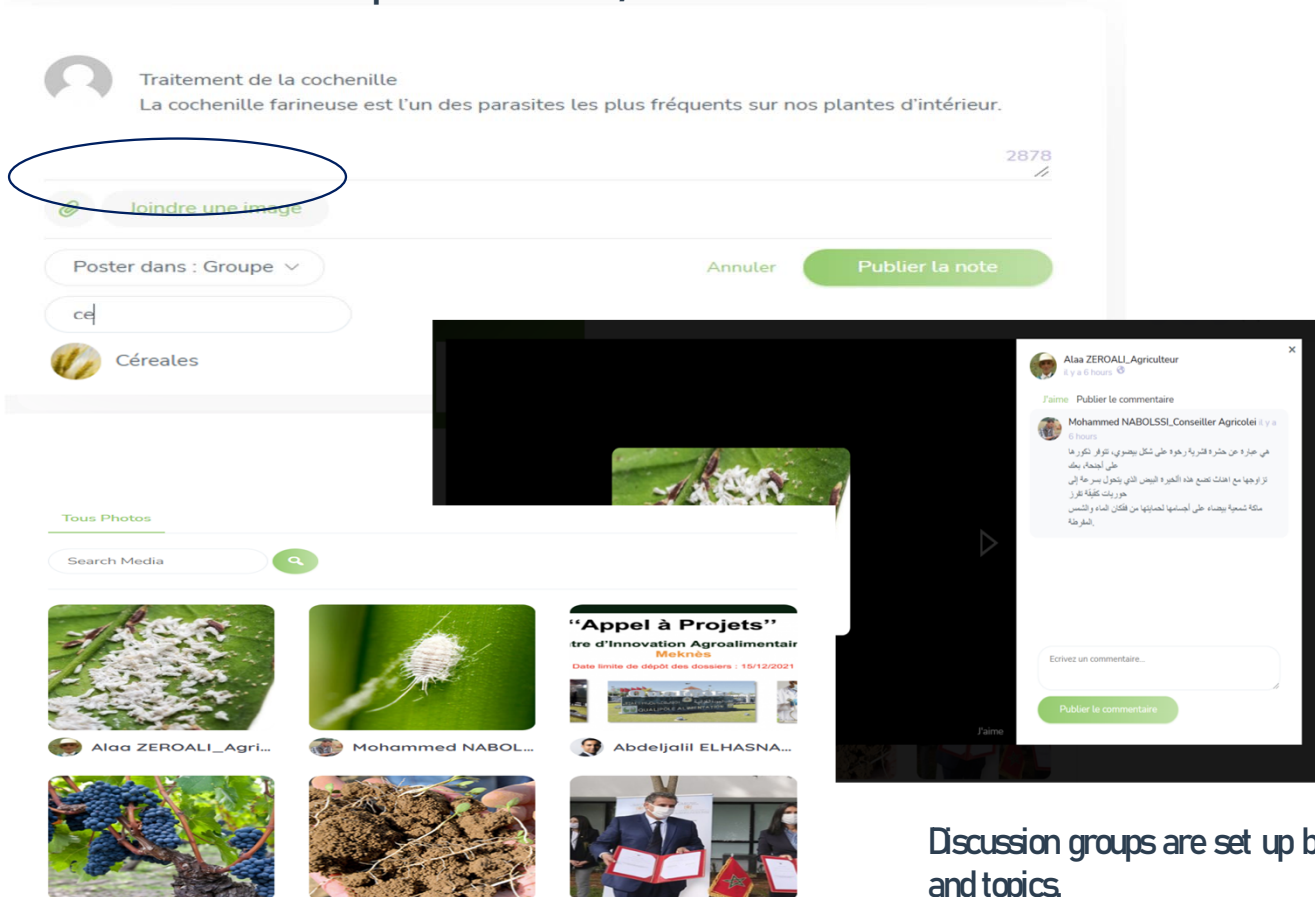
062 FACEAGRI – FRONT OFFICE

Create and publish content / Interactions

Users can at any time share content with their contact networks, by posting in a group, or publish it at their activity feed.

This content can be news items, questions, feedback on experiences, etc. Several categories of files could be associated with this content (e.g. image, video, audio, pdf, etc.).

Other users will have the opportunity to view this content and interact by making comments, answers or simply "Liker" the content. They can also share it at the level of their news feeds or with other groups.

Discussion groups are set up between farmers and their organizations around specific themes and topics.

063 FACE AGRI – NUMBER OF USERS

More than 500 users registered with the face-Agri social network distributed according to the following indicators as follows:

Women

Men

AGE

Youth (-45ans)

Mature (+45ans)

Farmers

Agricultural advisers

Animators

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Office National du Conseil Agricole

THANK YOU SO MUCH FOR YOUR ATTENTION!