

Disruptions & shocks have affected the youths in Agriculture of West Nile, Uganda in the following ways;-

**Presentation by Nobert Alaru; Agribusiness service
Manager OADG Ltd**

- Narrowed their source of livelihoods, hence reduction in capital base
- Could not afford their required quantities of Agro-inputs, hence reduction in acreage of production
- Procurement of the inputs also became difficult since transport was suspended
- Labor became cheap since there are no alternatives that could divert the labor

Key coping strategies adopted by Omia Agri-business Ltd to enable youths in Agric cope with the disruptions

- Door to door delivery of inputs
- Call center establishment to establish demand, arrange order and deliver
- Intensified radio advertisements for products and services available
- Weekly radio talk shows on good agronomic practices of vegetables and field crops that are in demand
- Parish to parish extension service delivery through agents by our extension staffs; thus establishment of demonstration plots (due to covid-19, this is one –on –one i.e agent –to –extension staff; then agent –to-farmer)

Some of the new opportunities brought about by the disruptions for the youths

- Use of call centers to increase order for the products; access advisory services and promote a pdt or service
- Using social media for promoting adoption of new technologies i.e Facebook, WhatsApp etc.
- Door to door delivery, incase order value is high
- Using ICT to leverage agribusiness development

Recommendations on how to conduct agricultural extension and advisory services in the new normal to benefit the youths

- Embrace use of social media since most youths use these platforms
- Use of radio
- Embrace village agent model; where demonstration plots can be established for learning
- Setting systems or call centers that are toll free for farmers (youths) to freely access information on agricultural practices



Nobert Alaru is an agricultural scientist by profession; he holds BSc Agric (MAK) and PGD in project planning & mgt (UTAMU). He has widely practiced agriculture nationally and internationally from Israel and USA. He has been working with Omia Agribusiness Ltd (U) in Arua and now with MAAIF.