

FARMER-TO-FARMER VIDEOS FOR EXTENSION

Presented by
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Country Ambassador



Access Agriculture

- ▣ Access Agriculture is a non-profit organization that showcases Agricultural training videos in local languages.
- ▣ We are devoted to promoting effective agricultural training videos for the benefit of farmers and rural businesses.
- ▣ Over 20 MOUs with Organizations in Uganda, these range from Farmer organizations, cooperatives, private sector, traders, extension ,Media and Government.



Background

- ▣ Uganda has a population of 47million, Approx 70% depend on direct agriculture, 8.2million are smallholder farmers who require direct agriculture Extension & advisory services.
- ▣ Government through Ministry of agriculture in last 2 years has recruited 4000 extension officers under direct local government system, this is supplemented by NGO extension services.

Background

- ▣ the ratio of extension to Farmer remains not less than 1:800 Farmers , it's a an abnormal miracle for extension to reach half those farmers.
- ▣ Low numbers of extension agents coupled with use of traditional methodologies have made it hard for progressive transformation of rural smallholder farmers .
- ▣ Despite a rapidly growing enthusiasm around applications of information and communications technologies (ICTs) to smallholder agriculture in developing countries, there are still many questions on the effectiveness of ICT-based approach



ACCESS TO FARMER-2-FARMER TRAINING VIDEOS MODEL

- ▣ This model was developed by Access Agriculture and its partners in 2007 through production of rice videos , over the years quality, well researched videos have been produced, translated and uploaded on an open sharing platform for easy access by farmers, extension actors and tutors.
- ▣ Access Agriculture through partnerships has scaled the access to video for better extension outreach to smallholder farmers .



MODEL

- ▣ In districts of Kamuli, Masindi & Hoima Districts the Model is being Piloted. this is to uplift the farmers access to practical advisory services and ensure of quick adoption of profitable technologies.
- ▣ Key Enterprise videos have been downloaded on computers of the district farmers associations, the coordinators have been trained how to download, select appropriate languages and use the videos, After general viewing and trainings, farmers are then asked to buy videos of their choice, the videos are then downloaded on Farmers phones and Farmer can rewatch as he is in the field.



Farmer viewing a video



MODEL CONTINUED

- ▣ In Hoima and Masindi, the farmers associations have also acquired smart projectors which they use to project the videos they downloaded from the main platforms.
- ▣ Through organized partnerships, there has been development of video watching platforms,
- ▣ Videos are also offered free to Agro input dealers, rural local Tv stations and audio packs for radios stations that also act as key platforms to disseminate videos.

- ▣ In Kamuli, We established Smart video Extension agents, these are youth who work hand in hand with DFA to help ensure video availability and backstopping on video access.
- ▣ These earn a commission from 2000 shillings farmers buy a DVD or 500 shillings from a video downloaded on phone. This is split between the DFA and the youth group



Adding value to development projects,
media and local entrepreneurs
for impact at scale



Youth starts to see business opportunities in agriculture
Youth also earn money by selling agricultural videos on DVD,
on mobile, and by organising video shows

COVID 19 Effect on Video Model

- ▣ The pandemic affected Farmer Extension models. FFS and group dynamics was disrupted, this could not enable projections of videos for large groups of farmers,
- ▣ Where groups existed the social distancing was a key requirement,
- ▣ Smart video agents and DFA coordinators could not move. Yet option for sharing video required internet which still remains expensive

Strategies Post COVID19

- ▣ Increased use of smart projectors, Access agriculture is popularizing use of solar powered projectors, these can communicate to bigger groups of farmers with social distancing.
- ▣ Increased availability of videos at various key platforms that farmers can access, a few printed videos can be available at agro-input shops, where farmers buy seed.
- ▣ Sending Farmers Videos using whatsapp.

The opportunity

- ICT infrastructure (internet, mobile, TV...) is steadily improving
- Youth is ICT-savvy
- Quality videos make agriculture attractive to youth
- Farmers and rural entrepreneurs want videos on many topics, in their own language



Young Entrepreneur Challenge Fund
Deadline March 31st 2019

Digisoft Smart Projector – solar recharged

Showing videos in large groups in local languages, off-grid, off-internet



Access Agriculture supports young entrepreneurs to make a business from bringing **videos** to farmers in the South



8 THE VIDEO TRICYCLE Raymond Vuol

Not too long ago I realised that I had produced and translated quite a lot of agricultural training videos that could not get to farmers living in very remote areas.

So first, I tried using the mobile information vans belonging to the Ministry of Information and the Ministry of Food and Agriculture, but when I tried to work with the ministries, I noticed that their vehicles could not get to some communities due to bad roads.

One day as I was moving around town, I saw a pick-up with a covered bed full of cargo. It was doing a good job moving things around. Then I said to myself "if only I could add a set of storage boxes onto the bed of a motorised cargo tricycle, then I could use it to carry video screening tools to rural areas."

So I decided to use my own savings to buy a tricycle, like the kind used to carry cargo. With a lot of Chinese companies now selling motor bikes in Ghana, it is easy to find a motorised tricycle.

I got a welder to cover the bed of the tricycle, and a carpenter to design compartments for the screening tools. Then I bought the tools for screening, including a generator, two DVD players, a projector, a projector screen, and a loud speaker.

After I had put all these together, I found a young man named Adam Mutawakilu who had a degree

in agriculture and needed a job. So I hired him as the screening officer, to ride the tricycle to remote communities to show videos. I hired Diana Ngog to be the screening coordinator. She monitors and directs the screening activities.

With Adam Mutawakilu's knowledge in agriculture, he is able to respond to some of the questions farmers ask during screening. During the show, Adam fills out an attendance form to record the number of communities he visited, the number of men, women and children present, the date of screening, the phone numbers of the leaders of local farmer organisations, and he takes voice recordings of farmers who want to ask questions.

Sometimes we produce our own videos with partners, or download videos from the Access Agriculture website, and burn them onto DVDs. We partner with other NGOs in determining which communities to visit and the videos to show. These NGOs are already working with farmers in rural areas. The Ministry of Food and Agriculture also helps to select the communities and what kind of videos to show.

We then go to the communities with a variety of videos. But when we get to the communities we also try to take into account the farmer's opinion. Many languages are spoken in northern Ghana, and we try to show the videos in a language they understand.

16 A Passion for Video

- A tricycle: \$2500
- The wood work: \$500
- The metal work: \$999

community 2 months. Adam every 10 days. I transfer. to resolve takes some 10 minutes. 10 days. Adam since forms through all on the.

Other equipment (projector, DVD players, loud speaker, generator, stabiliser, camp bed and mosquito net): \$2500
Total \$6000. This is only \$25 if divided by the 244 communities reached so far.

Now my operational costs:
It takes about 15 litres of fuel to fill the tank of the tricycle. A full tank can go about 150 kilometres. With \$30, the tricycle can travel about 150 kilometres.
For \$20 we can operate the generator for about 30 hours. Adam and Diana are each paid \$75 per community.



motorcycle can show videos all evening for \$40.

the number (children. After 10 days, I then go to the next community. The tricycle can reach a community for about \$50 or \$60. The knowledge that the communities can be reached before it wears out.

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Trainings Cont:



- ▣ There are not enough extension agents to reach all the farmers in the world. video & other ICT tools share good ideas with some of those forgotten farmers, this helps them to grow more food, earn more money and manage risk.- (Jeffery Bently Agro insights)



- ▣ Videos in particular have a high potential to stimulate social learning because they combine visual and audio elements that facilitate internalization and contextualization of knowledge or information, which enable farmers to share and learn from experiences

- ▣ “USE VIDEO TO TRANSFORM FARMERS & ATTRACT YOUTH TO AGRIBUSINESS”



Farmers Share!!



END

Thank YOU

