Farmers Network

Informal social networks exist within rural communities

Over 1 MILLION People

85% 15%

850K 170K
Digital Video for Extension

Video provides…

- Resource-savings: human, cost, time;
- Accessibility for non-literate farmers
Front-line workers of public, private, and civil society organizations bring farmers together as groups.
Digital Amplification

Produce and share locally relevant agricultural videos informed by farmer feedback and usage data.

- Over 300 videos
- 7 languages
- 100k screenings
- Over 170k viewers
- 54% adoption rate
Digital Green Analytics: Online, publically-available data dashboards display information captured by COCO relate to videos produced, disseminations and adoptions.

Key Statistics

- Total number of disseminations: 94176
- Average disseminations per day: 86.00
- Total distinct persons attending disseminations: 101544
- Average attendance per dissemination: 14.18

Graphs

- Geographic distribution of Disseminations
- Disseminations held per Month
- Absolute Attendance & Interest Line Graph
- Disseminations per Practice
Why Ethiopia?

- Robust agriculture & health extension structure includes 60,000 front-line workers (called DAs; development agents); extension exists in each district of the country.

- MoANR’s agricultural extension directorate recognized value of data available through the data management platform (COCO) – farmers being reached; farmers adopting practices during pilots.

- MoANR invited Digital Green to embed the “video-based approach” directly into the MoANR’s national, public extension structure; Increased our reach from 3 districts across 3 regions to 29 districts across 4 regions during the first year of scale-up; Currently implementing across 68 districts.
Taking the video-based approach pilot to scale in Ethiopia

- **Support** from the MoANR’s Extension Directorate led to creation of Project Management Committee; Regional Technical Advisory Committees

- Saw value in the approach to further strengthen pre-existing extension structure due to quantitative data (farmer adoptions of practices shown) and farmer feedback

- Showcased *how* pilot could be adapted for scale – IFPRI study

- India visit to better understand how the GoI is embedding the approach

Video production featuring a female farmer and a front-line worker showcasing potato production
Driving for excellence in design

- On a Federal level, MoANR *leads the process* of embedding the approach into their pre-existing extension structures

- MoANR *financially resourcing* for equipment (pico projectors, cameras) for further scale-up

- RBoAs *held accountable* for targets; reviews data including farmer feedback to help iterate content, program as a whole

The State Minister for Agriculture and the Extension Director General reviewing the process of entering video-centric data on a mobile phone of a front-line worker.
Digital Integration

Radio broadcasts and mobile services reinforce agriculture and nutrition messaging and widen network

- 20K nutrition video viewers
- 400K radio listeners
- 15k mobile/IVR users

Communities

Partners

Agriculture video sharing
Nutrition video sharing
Mobile/IVR services
Radio