Video Enabled Extension - to Bridge the Gap

Henry Kinyua
Head of East Africa
New Initiatives
• Huge Gap between Research and Practice/farmers
• Ratio of extension agent to farmer 1: over 1000
• Recommended ratio is 1:450
• Tried and tested research solutions not reaching farmers
• Mango fruit flies is a pest that causes up to 80% loss, additionally total loss of export.
• Control measures available with researchers and private companies but farmer not aware
Video-enabled Extension Approach

We partner with local organizations to build their capacity in video approach using the following steps:

1. **COMMUNITY MOBILISATION**
   - Digital Green picks people from the community to train them in video production.

2. **TRAINING IN VIDEO PRODUCTION**
   - These resource people are taught video production skills using videos (how to handle camera, what are types of shots etc).

3. **VIDEO PRODUCTION**
   - Once trained, these Video Resource People build localised videos.
   - 8-10 mins video featuring local farmers in their farms.

4. **DISSEMINATION**
   - Localised content is disseminated to the local community.
   - Using battery operated projectors & through other channels like mobile apps.

5. **FEEDBACK**
   - Feedback from the community is taken about videos.
   - Connect online/ Connect offline data capture from low connectivity locations on near real time basis & customized reporting.

- Reached 2M farmers (400,000 in Ethiopia, 80% women)
- 10 times more cost effective
- 50% adoption rate of good agronomic practices
- 30% increase in productivity
- 20% increase in profit
**SCALE UP PLAN**

We don’t create systems in parallel to existing ones

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**Proposed intervention**

- **Focus:** Using video approach to control fruit fly in Mango
- **Duration:** 24 Months (2019-2021)
- **Scale:** 10k farmers
- **Location:** Makueni County
- **Partners:** Members of Technical working group (RTI/KCDMS, County government of Makueni, Rockefeller Foundation-TechnoServe and other YieldWise partners, University of Nairobi, Private sector solution providers, National government, KEPHIS & KALRO)

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**Scaled**

- **Focus:** Scaling fruit fly control in Mango & expanding to other commodities (e.g., coffee & dairy)
- **Scale:** 200k farmers
- **Location:** Makueni & 2 other counties
OUR REQUEST FROM THE PLATFORM and CONTRIBUTION

Requests

Partnerships

Grant to introduce and expand

Contributions

- Learnings and expertise on video production and other technologies
- Expertise in designing influence pathway and partnership with government
- Have secured funding for prove of concept in Makueni
Meet the team

**Henry Kinyua**
Head of East Africa (New Initiatives and Program implementation) for Digital Green.
Henry has a over 20 experience in Agriculture, development, government delivery systems and institutional establishment in both private and public sectors in Africa.
**Role:** Technical and project management Lead

**Kadene Ayele**
Over 29 years of experience in senior management, development project/program design and management, facilitation and training, participatory methods, private sector development and value chain development.
**Role:** Training and quality control lead

**Karin Lion**
Global Lead
Accomplished leader with a strong record of achievement in developing and executing impact-oriented strategies in start-up organizations and philanthropic foundations.
Areas of expertise include program design & management, social impact measurement & evaluation, and technology for good.
**Role:** Quality control and Strategy Lead