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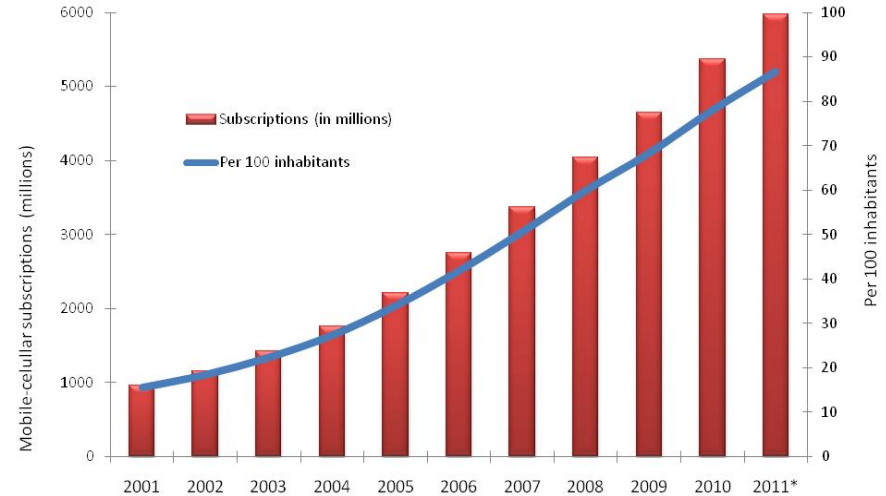
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THE ICT4D REVOLUTION IN AGRICULTURAL EXTENSION



- Technology is affordable & accessible
 - Mobile phone usage has exploded across the world
 - Huge amounts of information are now digitized
 - New mobile services emerge daily
- Global ICT firms are seeking new growth markets
- Developing communities are becoming new sources of innovation

Global mobile-cellular subscriptions, total and per 100 inhabitants, 2001-2011*



*Estimate
Source: ITU World Telecommunication /ICT Indicators database

Feedback loop from is unprecedented we now have "the voice of the farmer"

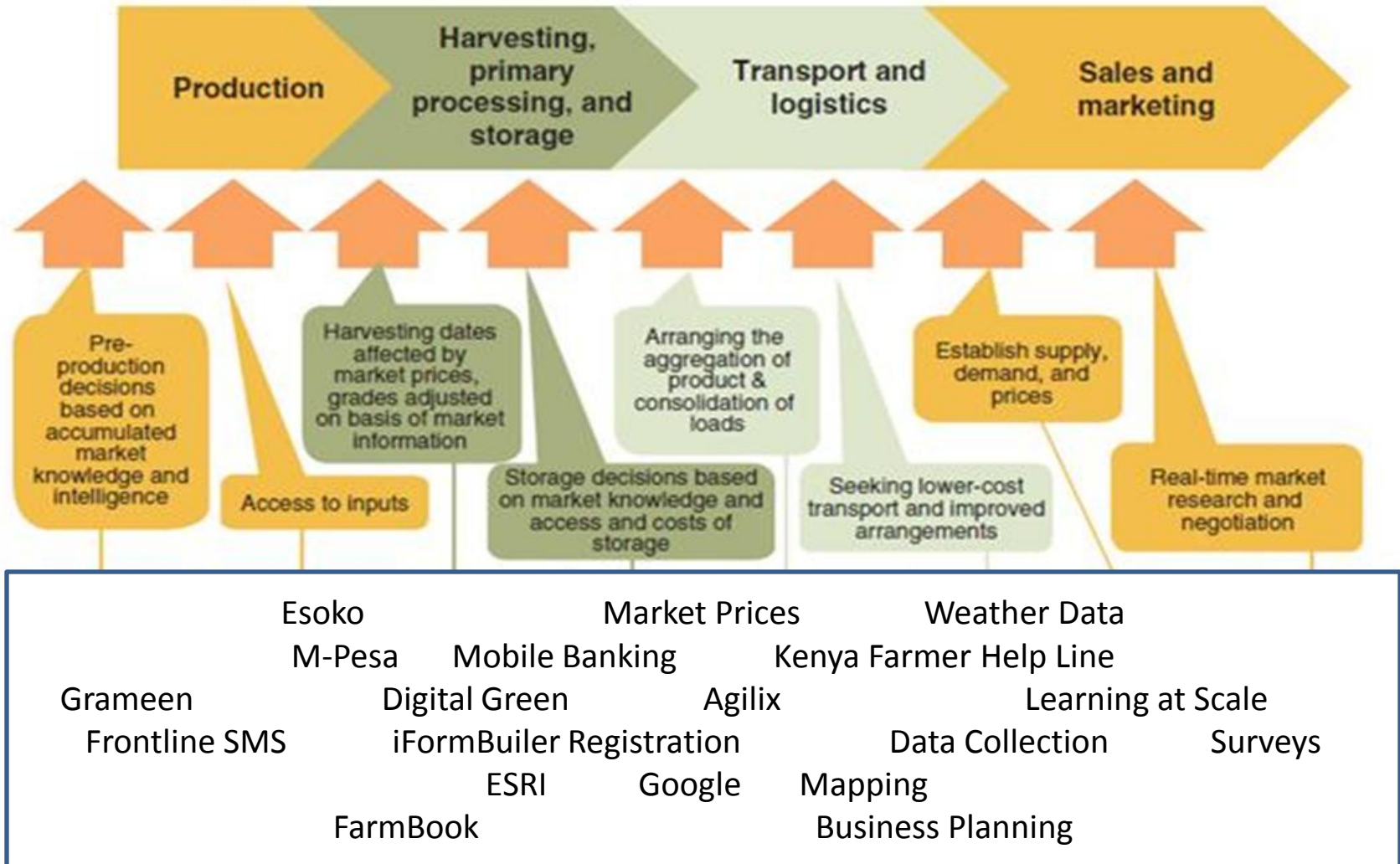


The Role of Extension



- Provides farmers with access to new technologies
- Recommendations on technology use
- Training in new methods, production, organization, savings and loans, marketing etc...
- Linkage to other service providers
- Market support

ICT applications are being used throughout the agricultural food system



Source: G. Dixie *ICT in Agriculture Sourcebook*

LINKING FARMERS TO MARKETS Module 1: Marketing Basics

LFTM Module 1 Lesson 1 (00:35 / 02:57)

NAVIGATION TIPS



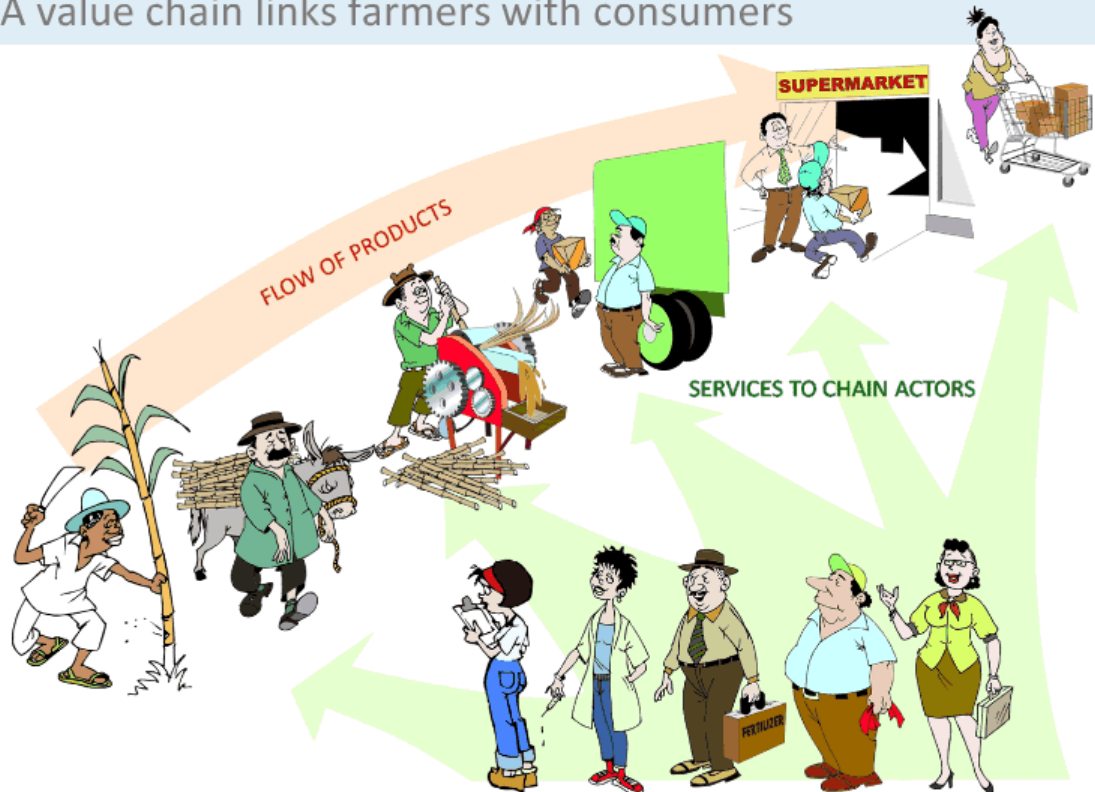
Thumbnails Notes Search

3. A value chain links farmers with consumers

00:18

It includes all the activities and services involved in moving an agricultural product from the farm to where it is sold to a consumer. This is a value chain: it links farmers with consumers. Many people provide **services** that make the chain work smoothly.

A value chain links farmers with consumers



SLIDE 3 OF 9 PLAYING 00:18 / 00:18



Distance Learning Allows Real Time Evaluation of Learning Programs

Gradebook - Module 1 Marketing Basics (draft) - Zimbabwe - BrainHoney Player - Windows Internet Explorer

https://crs.brainhoney.com/Gradebook/Grid.aspx?enrollmentid=2365478

Gradebook - Module 1 Marketing Bas...

Home Syllabus Gradebook Objectives View Grades Communicate Shaun Ferris Log Out

Gradebook: Module 1 Marketing Basics (draft) - Zimbabwe

Display Options Add Student Drop Student Import Scores Export Scores Final Grades

All Assignments What is agricultural marketing? Supply and demand Costs, income, prices and profit Types of markets The value chain Adding value after harvest Changes

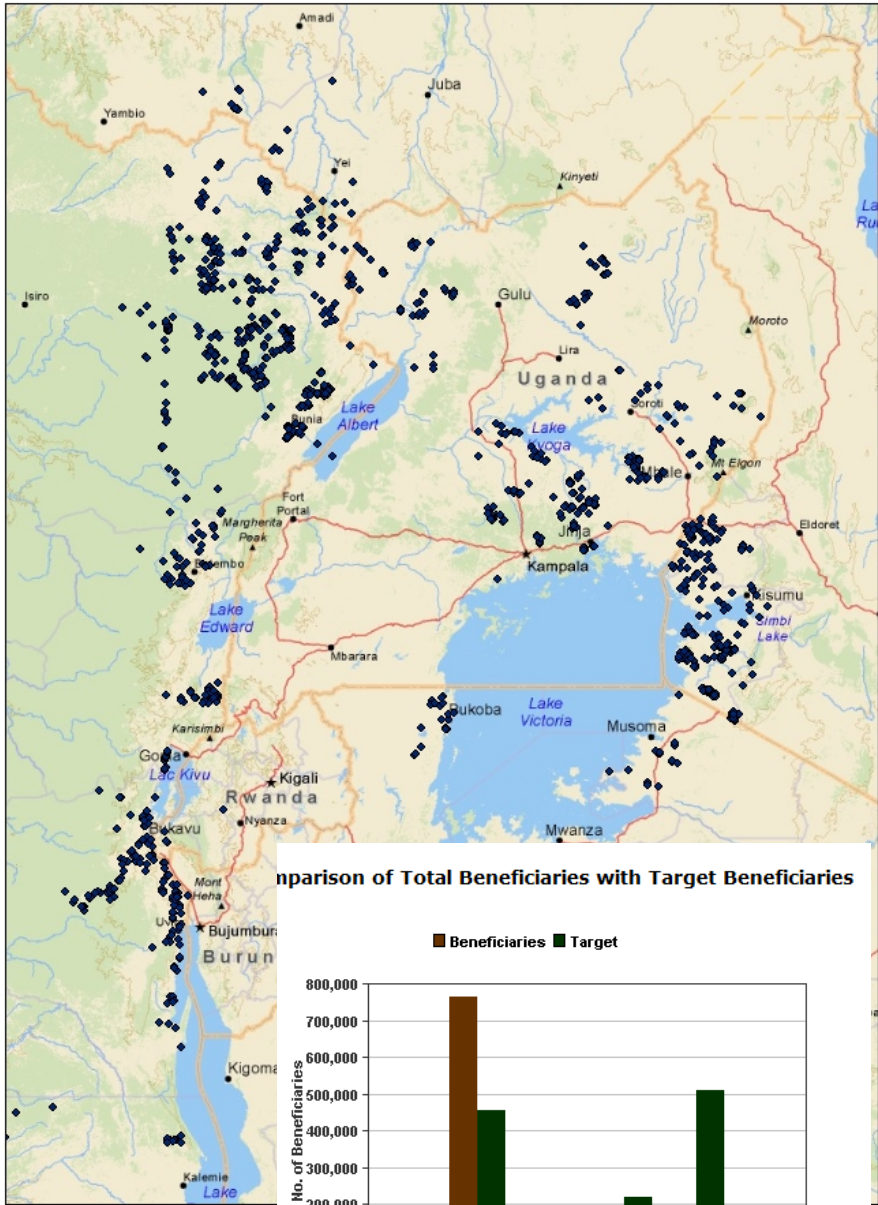
Name	Score	AM	BBP	MMP	WIAM?				Supply and demand				Costs, income, prices and profit		
					Q1	MS	MD	HSAD	WIUS	Q2	C	I	P		
Zimbabwe, 01	74%	✓	✓	✓	100%	✓	✓	✓	✓	✓	100%	✓	✓	✓	
Zimbabwe, 02	82%	✓	✓	✓	50%	✓	✓	✓	✓	✓	87%				
Zimbabwe, 03	87%	✓	✓	✓	100%	✓	✓	✓	✓	✓	75%	✓	✓	✓	
Zimbabwe, 04	85%				50%						100%	✓	✓	✓	
Zimbabwe, 05	74%	✓	✓	✓	50%	✓	✓	✓	✓	✓	87%	✓	✓	✓	
Zimbabwe, 06	83%	✓	✓	✓	75%	✓	✓	✓	✓	✓	100%	✓	✓	✓	
Zimbabwe, 07	89%	✓	✓	✓	100%	✓	✓	✓	✓	✓	100%	✓		✓	
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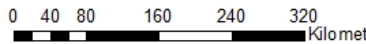
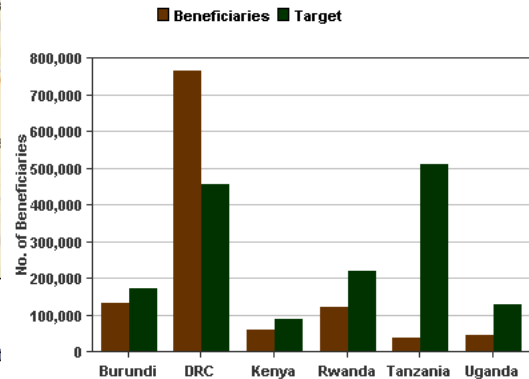
Farmer Field Group Locations

A critical feature of future extension work will be the ability to map and track activities

- **Great Lakes Cassava Initiative**
- 1,116,651 farmers
- 3023 farmer groups
- Click on for data
 - By year
 - By M&E points



Comparison of Total Beneficiaries with Target Beneficiaries



Data Collection and Mapping

Register Beneficiaries

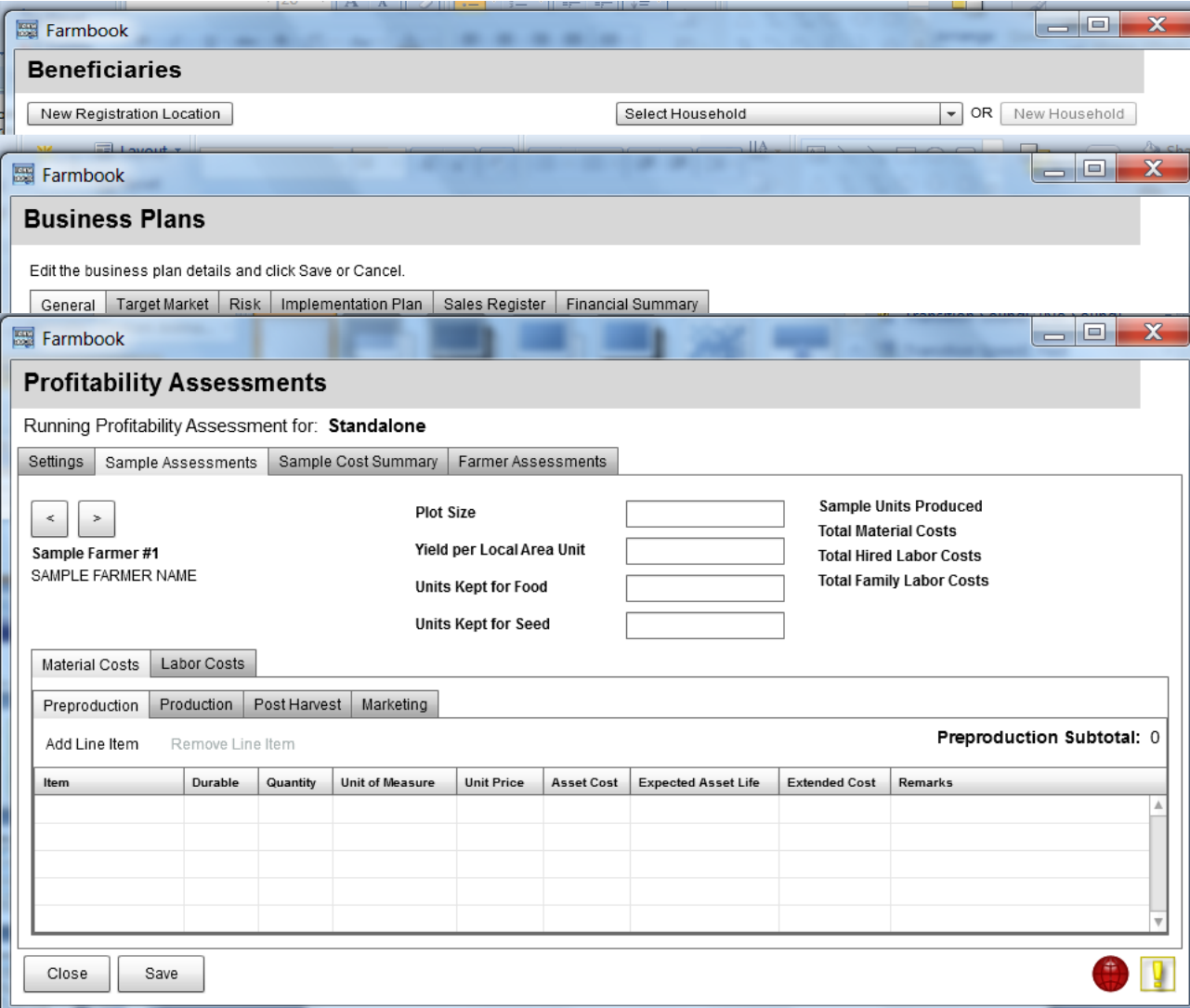
iPod 10:27 AM
Cancel Beneficiary Regi... Save
Beneficiary Name
Age *
Gender
Male Female
Photo *

Deliver Services

iPod 10:27 AM
Cancel Services Delivery Save
Beneficiary ID *
Beneficiary Name *
Type of Services *
Done

Track/Report





The screenshot displays three overlapping windows from the Farmbook application:

- Beneficiaries Window:** Features a "New Registration Location" text box, a "Select Household" dropdown menu, and a "New Household" button.
- Business Plans Window:** Includes a text area for editing business plan details and a "Save or Cancel" instruction. It has tabs for "General", "Target Market", "Risk", "Implementation Plan", "Sales Register", and "Financial Summary".
- Profitability Assessments Window:** Shows a "Running Profitability Assessment for: Standalone" section. It contains input fields for "Plot Size", "Yield per Local Area Unit", "Units Kept for Food", and "Units Kept for Seed". On the right, it lists "Sample Units Produced", "Total Material Costs", "Total Hired Labor Costs", and "Total Family Labor Costs". Below this is a table for costs with tabs for "Material Costs" and "Labor Costs", and sub-tabs for "Preproduction", "Production", "Post Harvest", and "Marketing". A "Preproduction Subtotal: 0" is displayed. The table has columns for Item, Durable, Quantity, Unit of Measure, Unit Price, Asset Cost, Expected Asset Life, Extended Cost, and Remarks.

Register clients

Develop business plan

Profit analysis

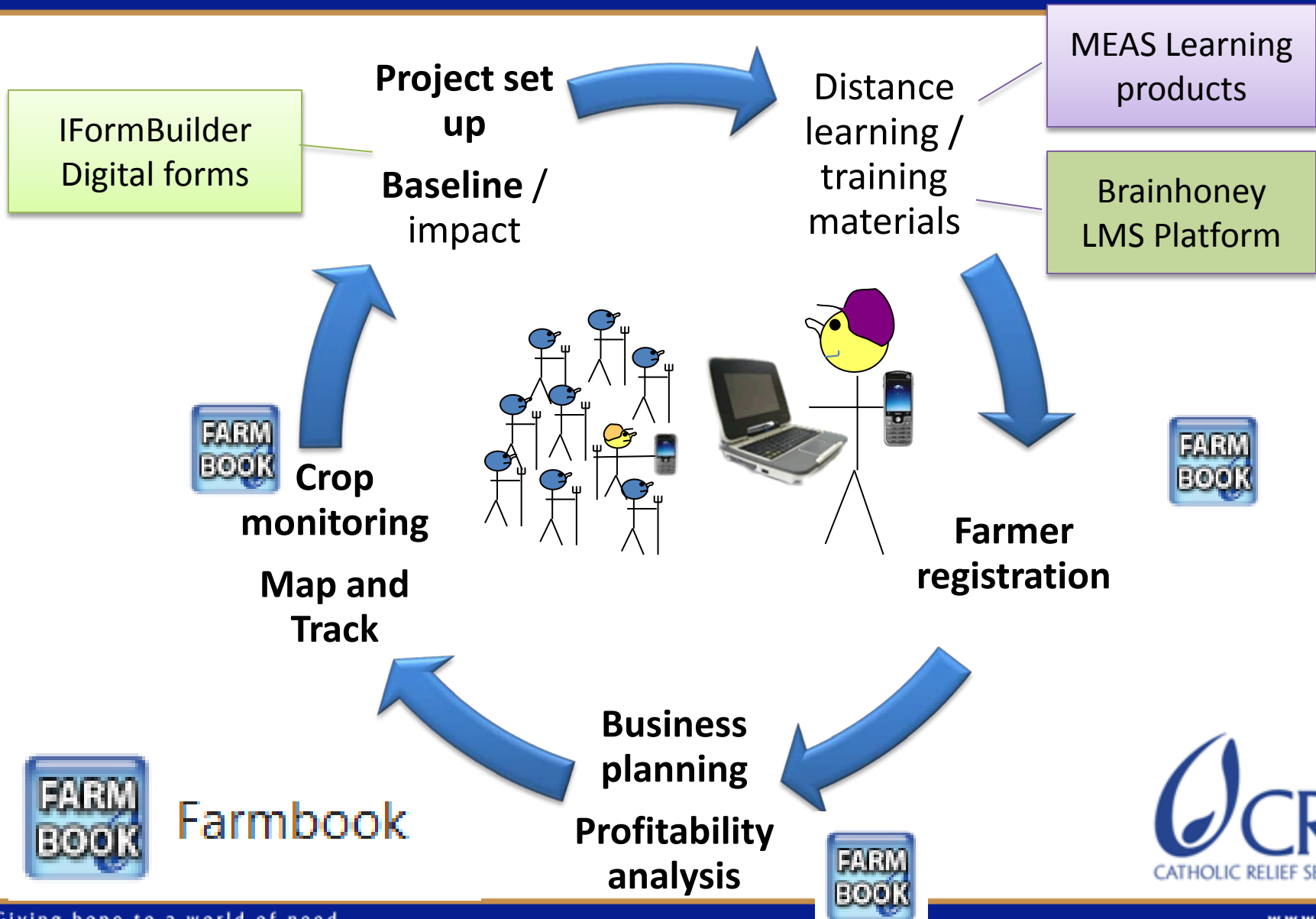
Production schedule

Farm visit log



Farmbook

The ICT Enabled Extension Worker



Considerations

- What is the impact of ICT-enabled approaches – *and effectiveness compared to other approaches?*
- What is the best fit between traditional delivery channels and ICT-enabled channels – for different types of learning, advice and performance monitoring?
- How do we go to scale with effective tools?
- How do mainstream their use in extension services?
- How can we foster the public-private partnerships needed to sustain ICT-enabled approaches?