FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

Developing Local Extension Capacity

Integrating Digital Technologies into Extension

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USAID FROM THE AMERICAN PEOPLE
Digital Green
IFPRI INTERNATIONAL FOOD POLICY RESEARCH INSTITUTE
care
gfras global forum for rural advisory services

Outline

- Intro to DLEC project and how we engage
- Intro to Digital Green
- Project findings on integrating digital technologies into extension

Feed the Future Developing Local Extension Capacity (DLEC) project

DLEC galvanizes diverse EAS stakeholders to measurably improve agricultural extension programs, policies and services

Digital Green

Prime recipient and **tech partner** with digital extension expertise

INTERNATIONAL FOOD POLICY RESEARCH INSTITUTE
IFPRI

Research partner with expertise in extension and impact evaluations

gfras
global forum for rural advisory services
forum mondial pour le conseil rural
foro global para los servicios de asesoría rural

Communities of practice partner with global, regional and country-wide rural advisory networks

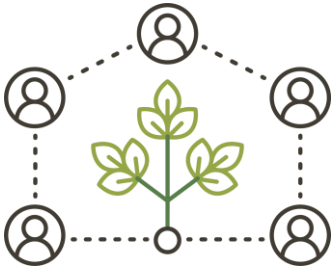
DLEC strengthens extension through three interrelated sets of activities

1. DIAGNOSTICS

19 reports on national EAS systems. Recommendations taken up by govt (Liberia)

2. ENGAGEMENTS

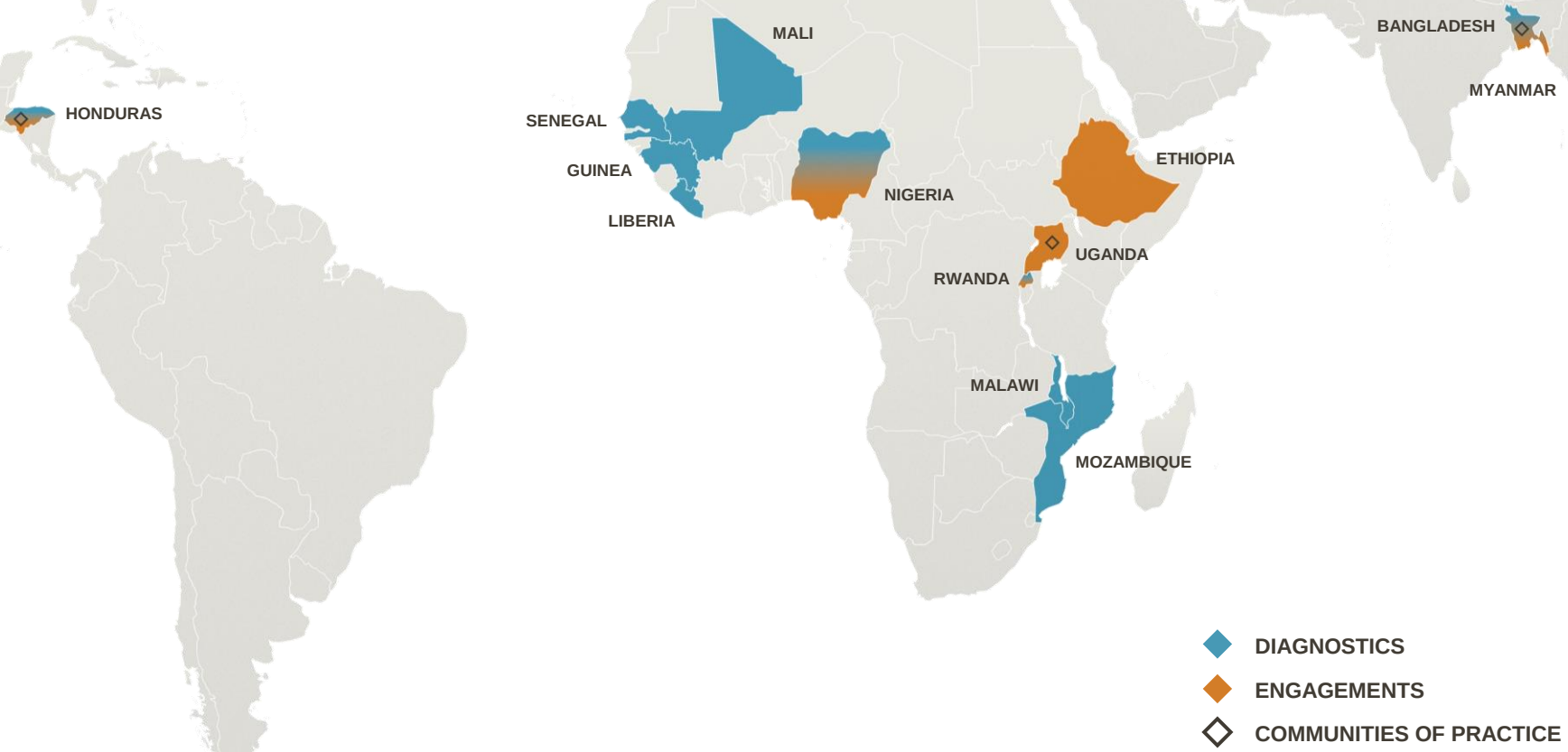
12 customized demand-driven activities launched across 9 countries and catalyzed over $1million in additional funding to improve extension



3. COMMUNITIES OF PRACTICE

Mobilizing communities at national and global levels; facilitating cross-country learning; developing common metrics for extension

DLEC engagements, diagnostics and communities of practice span multiple Feed the Future countries in Asia, Africa and Central America



Digital Green

Empowering farmers to lift themselves out of poverty

Digital Green

Community Videos

OUR SOLUTIONS

Our original, flagship solution

- Train frontline workers to produce and disseminate videos on agriculture practices
- Screen videos offline using battery powered mobile projectors
- Enable more efficient dissemination of information and greater adoption of practices

12,000 Frontline Workers Trained

760,000 Farmers Implementing New Practices

Digital Green

IMPACT

We have become a leading player in rural advisory services

Digital Green intervention led to **21%** improvement in farmer productivity
(% improvement for SRI per Bihar RCT)

To date, over **580k** farmers have viewed our videos in Bihar resulting in more than **1 million** viewer adoptions

> **Digital Green has the leading edge** in digitally driven extension services. They have a unique selling proposition that only a few others have.
>
> Donor

> The strength of Digital Green has been very much in developing an **innovative, elegant, yet powerful communication platform.** The farmers really enjoy it. It's almost a self-evident technology.
>
> Partner

Digital Green

IMPACT

Digital Green has reached over 1.5 million farmers in 9 countries

Digital Green operations (2008-2017)

- Afghanistan
- Tanzania
- Burkina Faso
- Mozambique
- Malawi
- Senegal
- Niger
- Ghana

India

- Over **1.1 million**[1] farmers reached since 2007
- Deep institutionalized partnerships with **government**
- Successful health/ nutrition partnerships

Ethiopia

- Over **270k**[1] farmers reached since 2012
- Deep institutionalized partnerships with **Ministry of Agriculture & Natural Resources**

Key Achievements

Reach

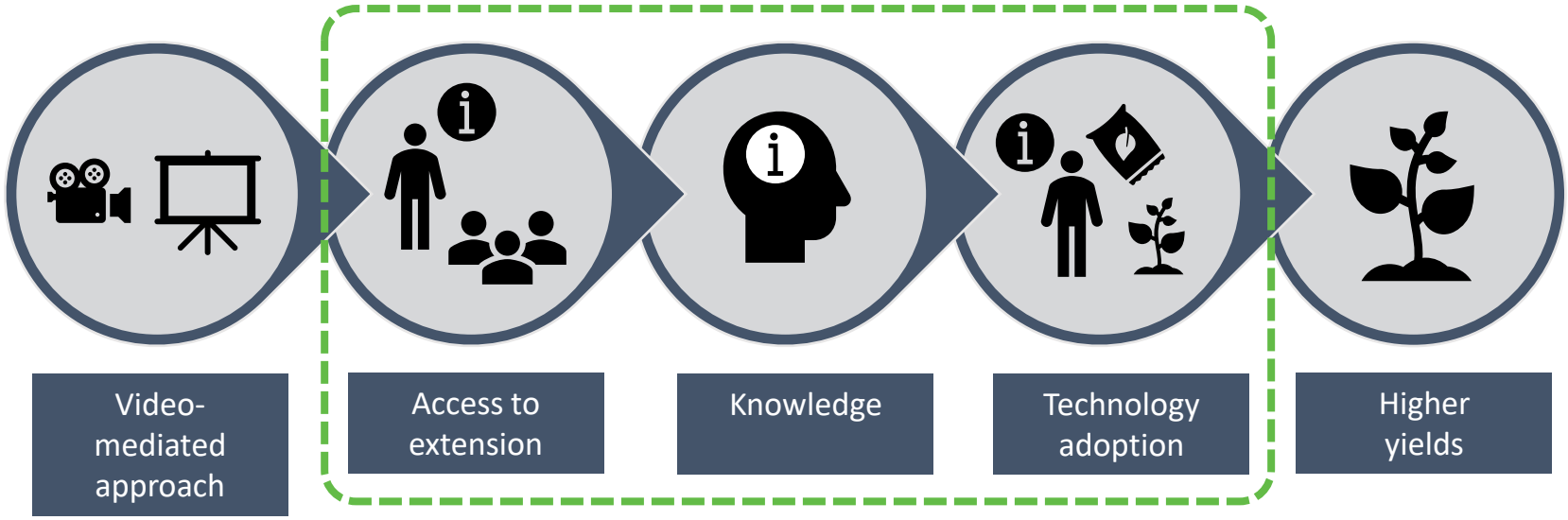
1.4 million farmers across 17,000 villages in 9 countries

Impact

10x more effective per dollar spent than classical extension system

DLEC findings on integrating digital technologies into extension

Ethiopia: Does video-mediated extension increase farmers' uptake of agricultural technologies?



Ethiopia video results

The video-mediated extension approach

- Increased extension coverage in targeted areas
- Improved farmers' knowledge about focal technologies/practices
- Increased adoption of focal technologies/practices
- Lends support to government's ongoing extension reforms


Credit: Bjorn van Campenhout

How powerful—and empowering—is video in extension messaging?

Maize in Uganda

- Low yields and substantial “gender yield gap” (20%)
- Limited technology adoption, especially on women-managed plots
- Limited access to extension, severely male biased

Uganda video results

- Videos on improved farm and crop management practices effective in delivering info
- Households shown video to become better maize farmers performed significantly better on a knowledge test, more likely to apply recommended practices, used inputs more efficiently, reported 10% higher maize yields than households that did not view video
- Incremental effects of IVR were limited
- SMS messages appeared to have little additional effect

Credit: Bjorn van Campenhout

10-country study synthesis: Methods for face-to-face extension

Extension Method	Number of Countries Where Used
Face-to-face approaches	
Farmer-to-farmer extension	10
Farmer field schools	9
Management advice for family farms	2
Demonstrations	10
Agricultural extension centers	3
Exchange visits	7
Field days	6
Private input provision	3
Model villages	2
Fairs and shows	4

10-country study synthesis: Methods for mass audiences

Extension Method	Number of Countries Where Used
Methods for a larger public	
Mobile phones	10
Videos	9
Call centers	4
Farmer-owned digital information systems	3
Radio	10
Television	4
Extension campaigns	2

Digital extension results (10-country study)

- Traditional methods remain
- Appropriate methods depends on audience, topic, reach, cost
- Digital methods are pilot level, not institutionalized
- Many methods complementary
- Need more research to improve effectiveness

DLEC recommendations for digital extension and ICTs

- Much emphasis the use of ICTs for extension, but these need to be analyzed, tailored and piloted
- Local context, including digital literacy, smartphone use, internet penetration, and cost of data plans are critical to evaluate digital extension interventions
- Use of ICTs should be inclusive and not leave behind those with poor access to digital tools or lack digital literacy

Thanks!

DLEC on USAID Agrilinks

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