



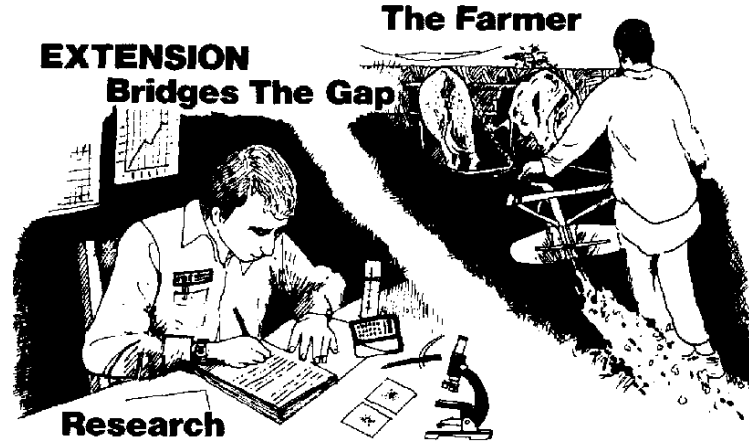
Digital Green

Video Enabled Extension- to Bridge the Gap

Henry Kinyua
Head of East Africa
New Initiatives

PROBLEM

HUGE GAP BETWEEN RESEARCH AND PRACTICE



- 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

Here's how to curb the deadly mango fruit fly

SATURDAY MAY 9 2015



Charles Mathenge, a farmer in Laikipia, teaches students how to graft mangoes. FILE PHOTO | NATION MEDIA GROUP

In Summary

• Horticultural Crops Development Authority estimates that export restrictions losses due to fruit fly stand at \$100 million (\$6 million) annually.

• The larvae or maggots develop in the flesh of untreated fruits by digging tunnels that

Mangoes are one of the most important fruits in the country, coming second after bananas.

Production of the fruit has been on the rise as demand increases, with the market stretching beyond our borders. But pests like

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

- 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



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



SCALE UP PLAN

We don't create systems
in parallel to existing
ones

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)

Digital Green

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



Kadede 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

THANK YOU



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