Are AgRiDOCs Techie?

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Paper presentation for the 29th Rice Research and Development Conference
Social Hall, Philippine Rice Research Institute, Munoz City, Nueva Ecija

PHILIPPINE AGRICULTURE
by the numbers

2.8	400
∞	20
102	3,2,1...
58	49

PHILIPPINE AGRICULTURAL EXTENSION

by the numbers

11

1 ⟷ 1000

?

DIGITAL EXTENSION

ASSUMPTION

INTERVENTION

- New rice extension curriculum
- ICT-based action research:

1. Use of computer programs for reporting and writing development proposals
2. Use of agricultural-related applications for field diagnosis and recommendation
3. Use of social networking sites for exchange of information between and among trainees and facilitators
4. Use of agriculture-related websites for research work

OBJECTIVES

- To find out the readiness of the AgRiDOCs in using ICT resources
- To identify the ICT resources available in the AgRiDOCs' work site
- To determine the change in ICT competency of the AgRiDOCs after the training
- To identify the AgRiDOCs' extent of ICT use after 6 months
- To know the common ICT resources shared to and used by the AgRiDOCs' clients after 1 year

METHODOLOGY

Instruments and Data Analysis

- Survey (AgRiDOCs)
    1. Self-assessment
    2. Yes/No questions and likert scale
    3. Baseline and post-training evaluation
    4. Change and impact evaluation after 6 months and after 1 year
- FGD (Clients; After 1 year)
- Comparative analysis

METHODOLOGY

- Sample
    1. 25 Agricultural Extension Workers (AEWs) from Luzon
    2. 32 years old
    3. 60% males
    4. 64% hold permanent position
    5. 60% personally engaged in farming
    6. Handling 2-3 barangays
    7. Lecture and technology demonstration as the common extension method used

METHODOLOGY

- Measurement

1. **E-readiness**: Attitude associated towards the use of ICT resources for extension

2. **E-availability**: Availability of different ICT resources at work site

3. **E-competency**: Level of skills & knowledge in using ICT for extension

4. **E-adoption**: Amount of use of different ICT resources for extension paving way for sharing to and use of ICT resources by their clients

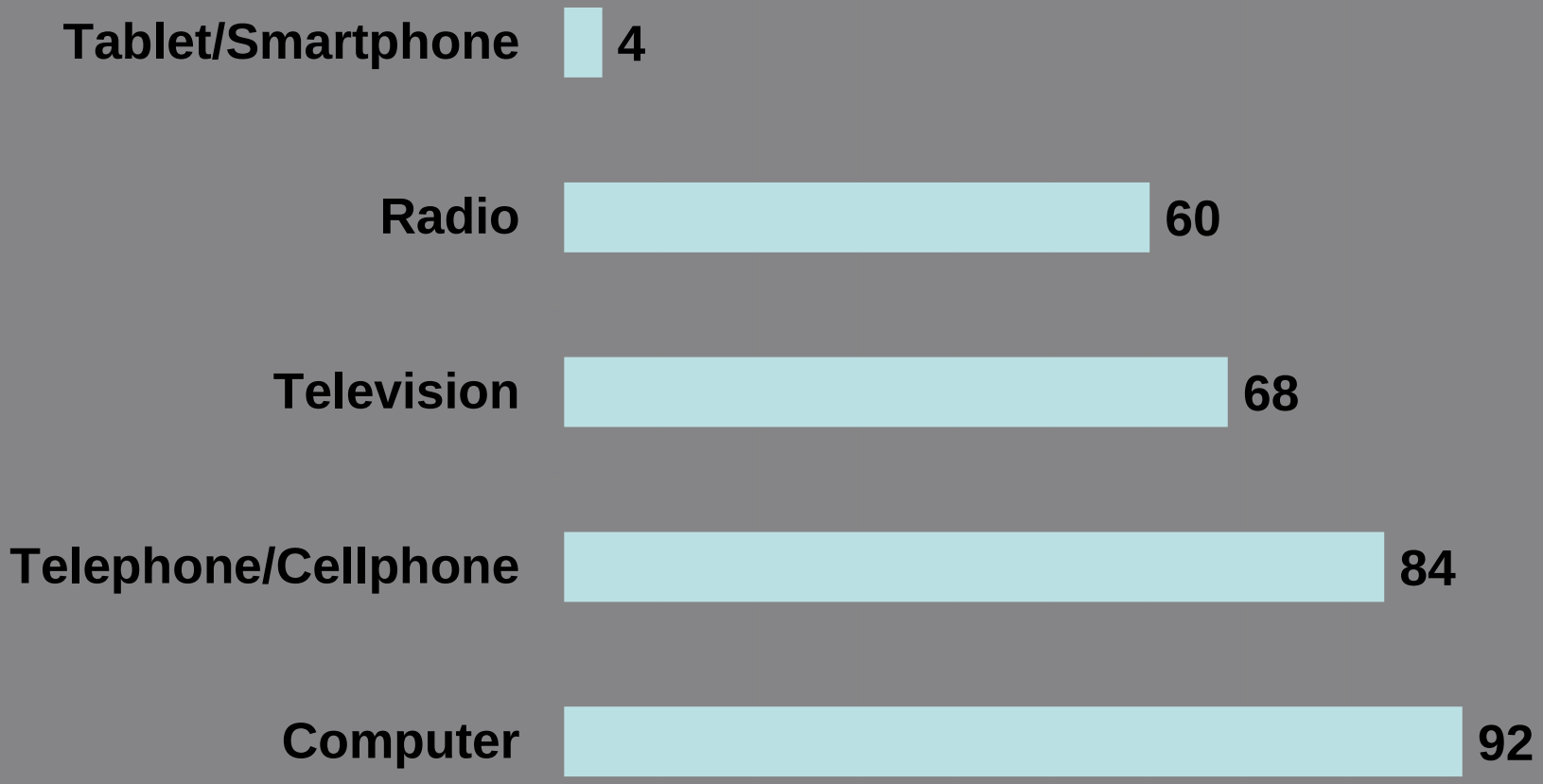
RESULTS

E-readiness (Baseline)

- **ALL** believed that ICT can widen the reach of extension

AgRiDOCs' assessment on the comfort of using ICT in extension work

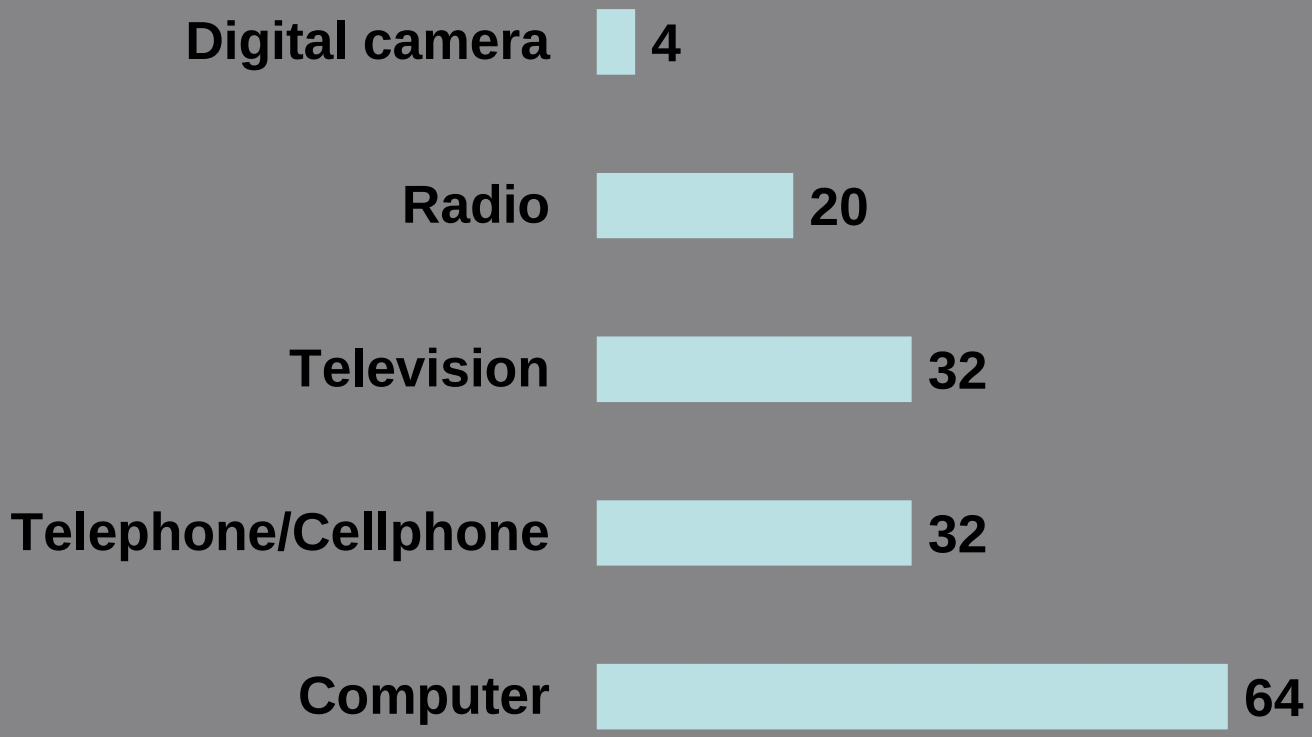
RESULTS



ICT resources that AgRiDOCs are comfortable to use in their extension work

E-availability (Baseline)

RESULTS



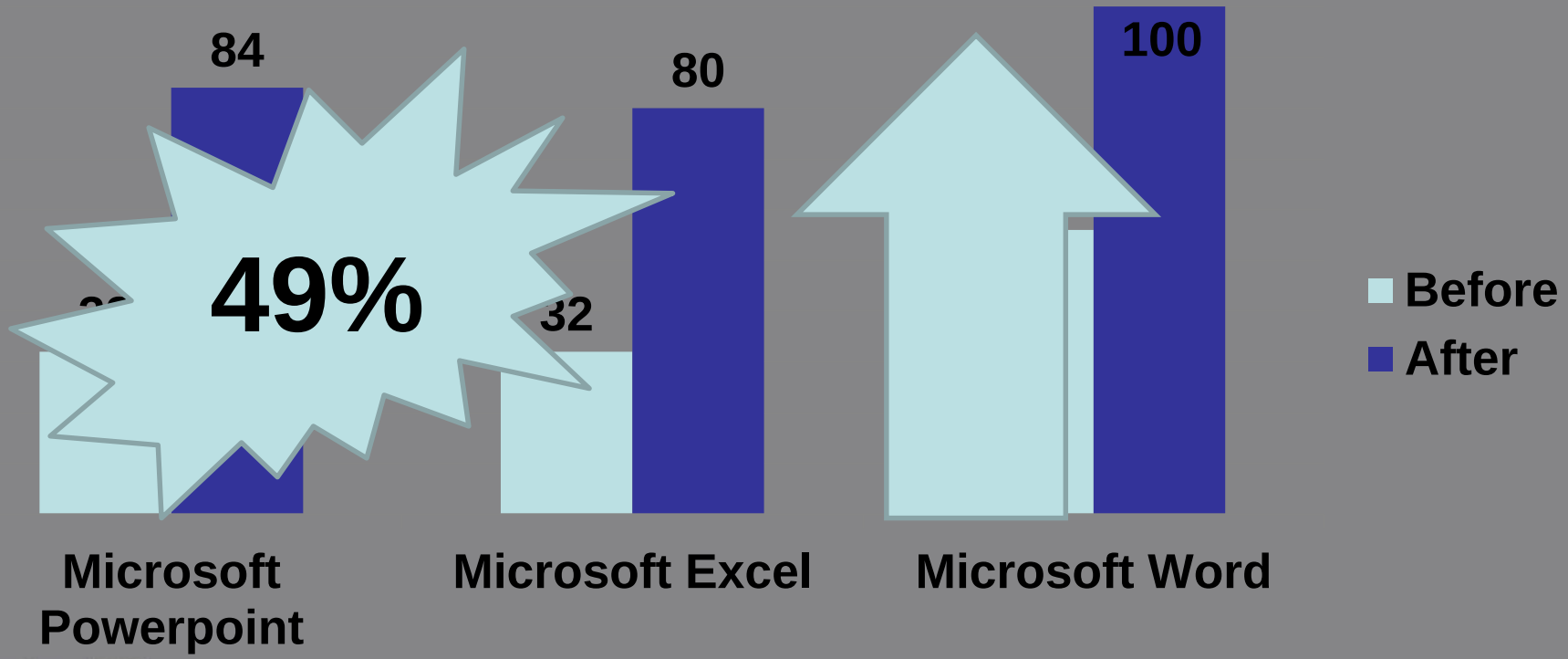
ICT resources issued by the AgRiDOCs' offices for extension work

- **76%** have internet connections at work

RESULTS

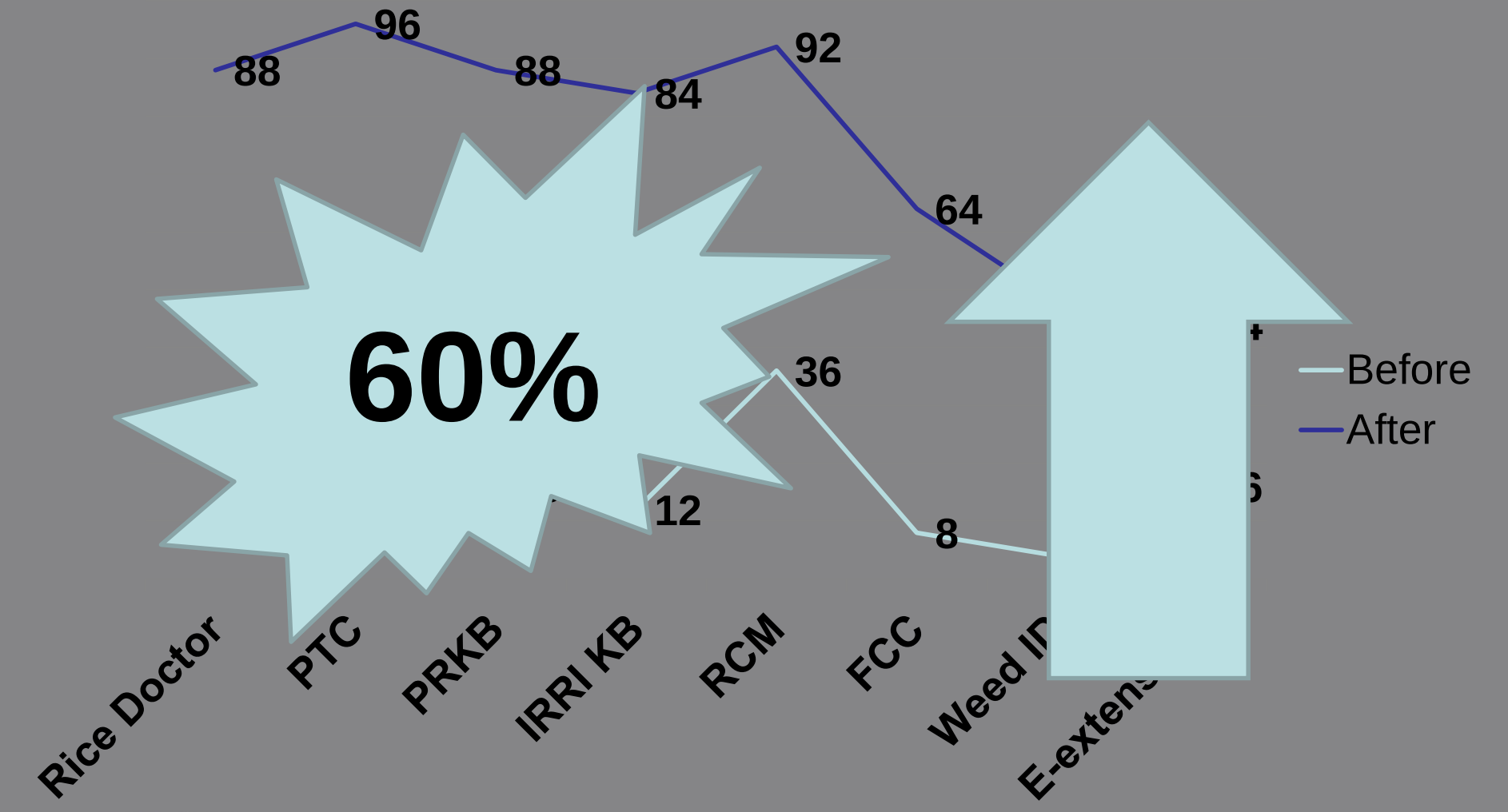
E-competency (Baseline vs. post-training evaluation)

- **24%** know how to make videos
- **12%** made videos for extension work



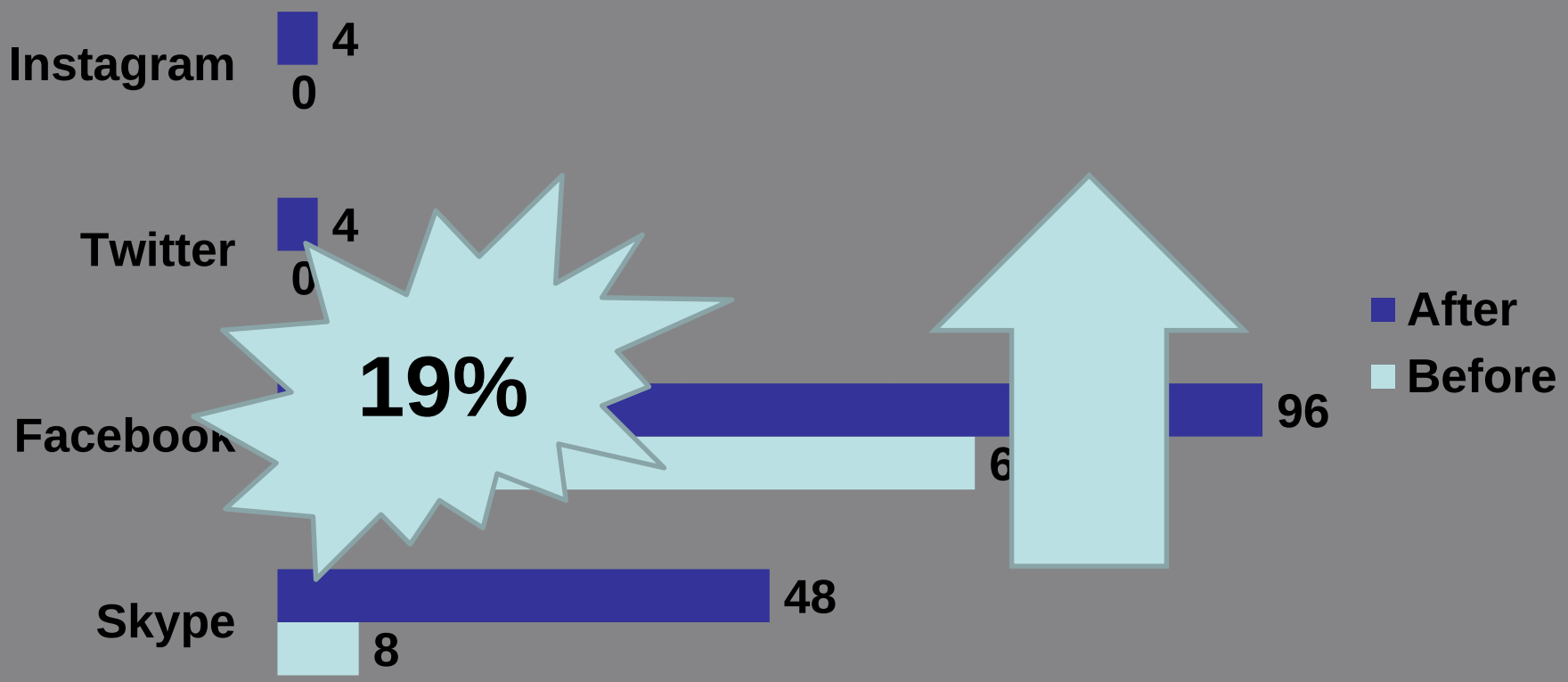
Increase in competency of the AgRiDOCs in using different computer programs

RESULTS



Increase in competency of the AgRiDOCs in using agriculture-related applications

RESULTS

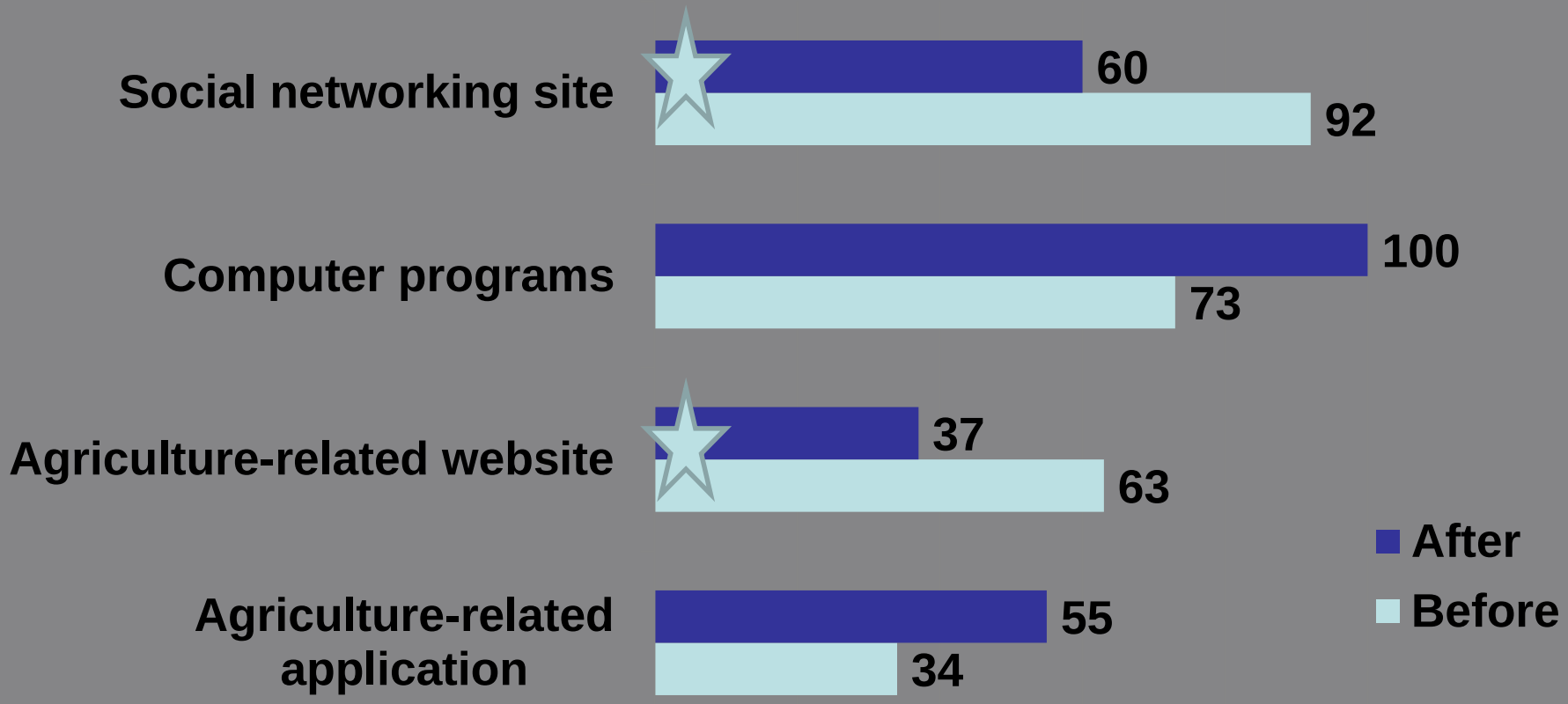


Increase in competency of the AgRiDOCs in using different social networking sites

- **ALL** become competent in using internet
- **96%** become competent in using tablet

RESULTS

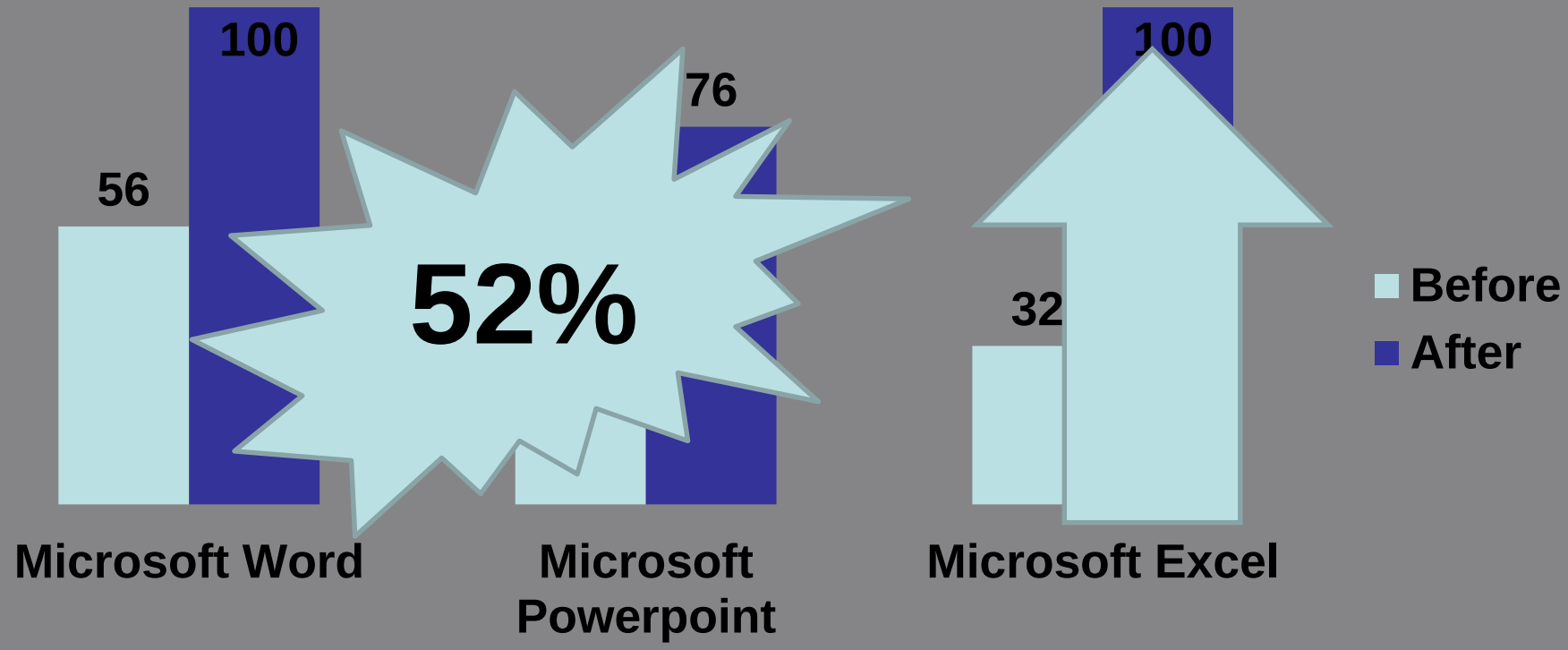
E-adoption (Baseline vs. change evaluation)



ICT resources used by the AgRiDOCs for their extension work

RESULTS

Computer Programs

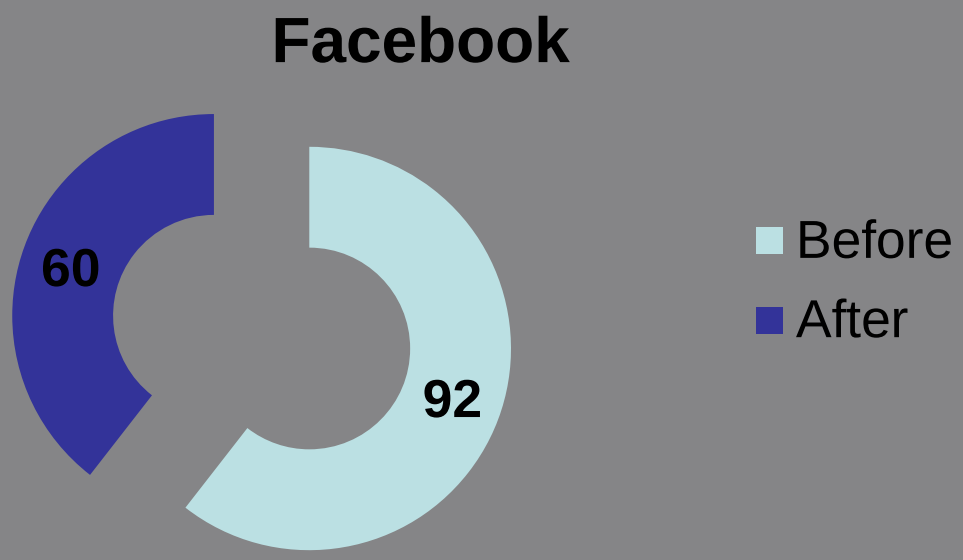


Percentage of AgRiDOCs who used computer programs for their extension work

- **Star CropStat** and **QGIS** were also used

RESULTS

Social Networking Site

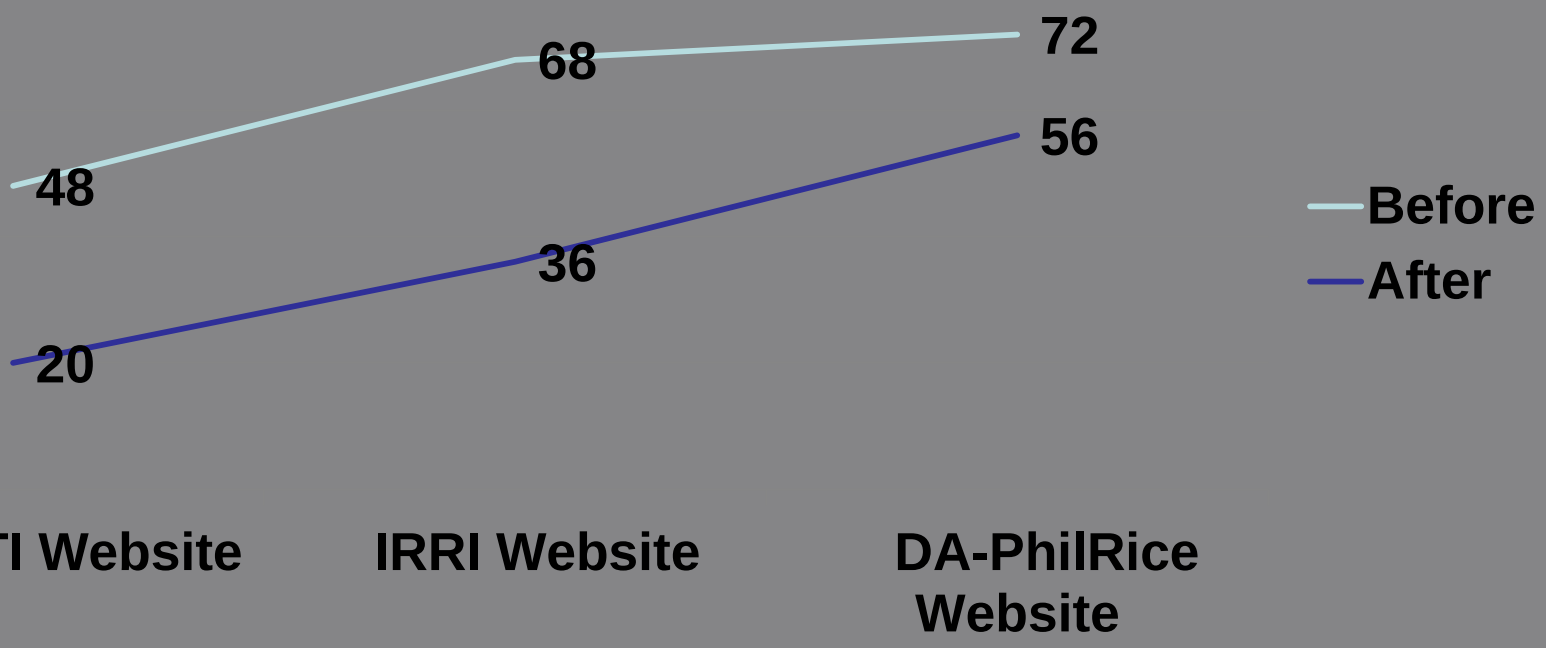


Percentage of AgRiDOCs who used Facebook for their extension work

- **8%** also used Yahoo Messenger

RESULTS

Agriculture-related Websites

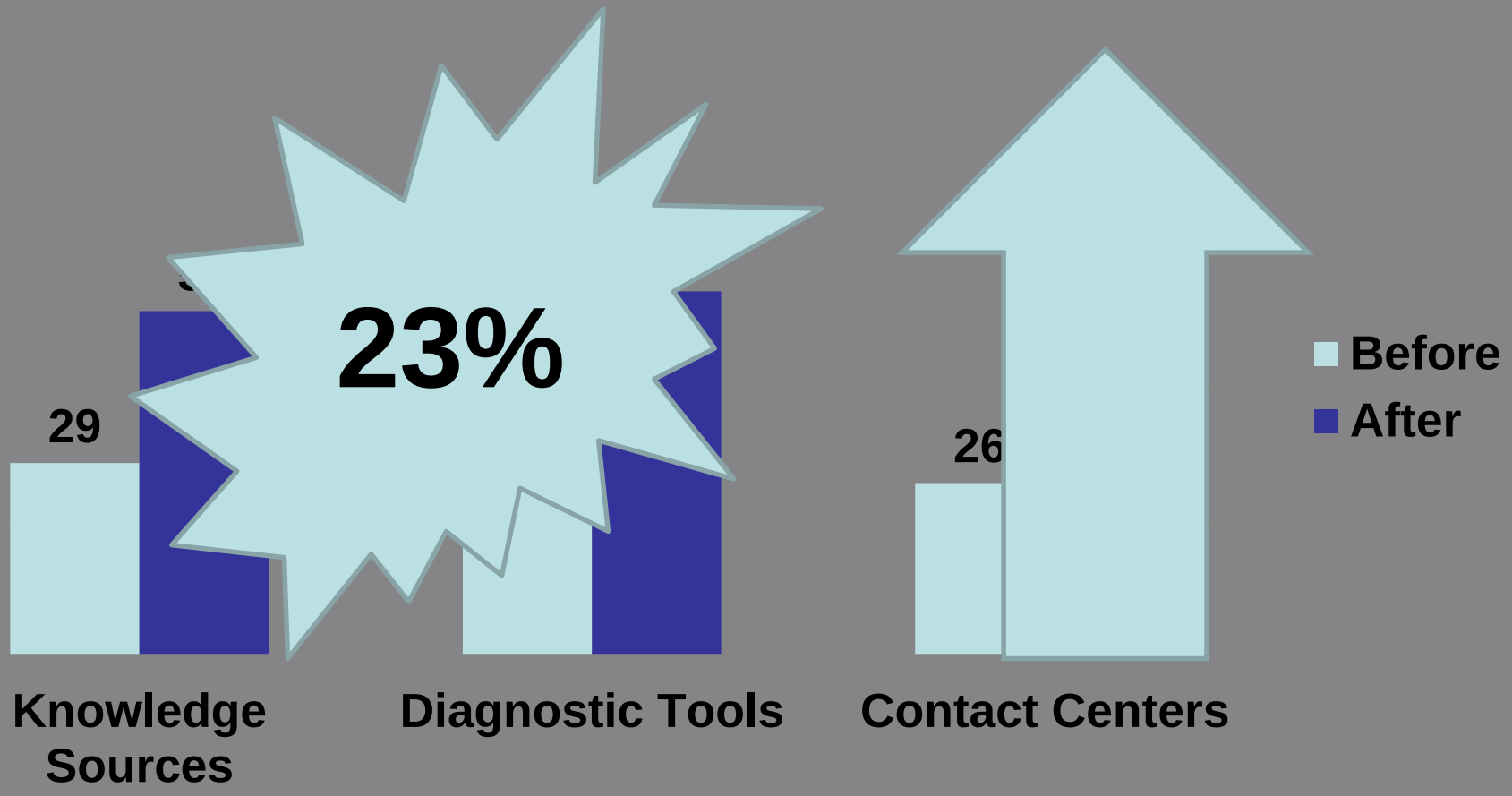


Percentage of AgRiDOCs who used agriculture-related websites for their extension work

- **All** are internet dependent

RESULTS

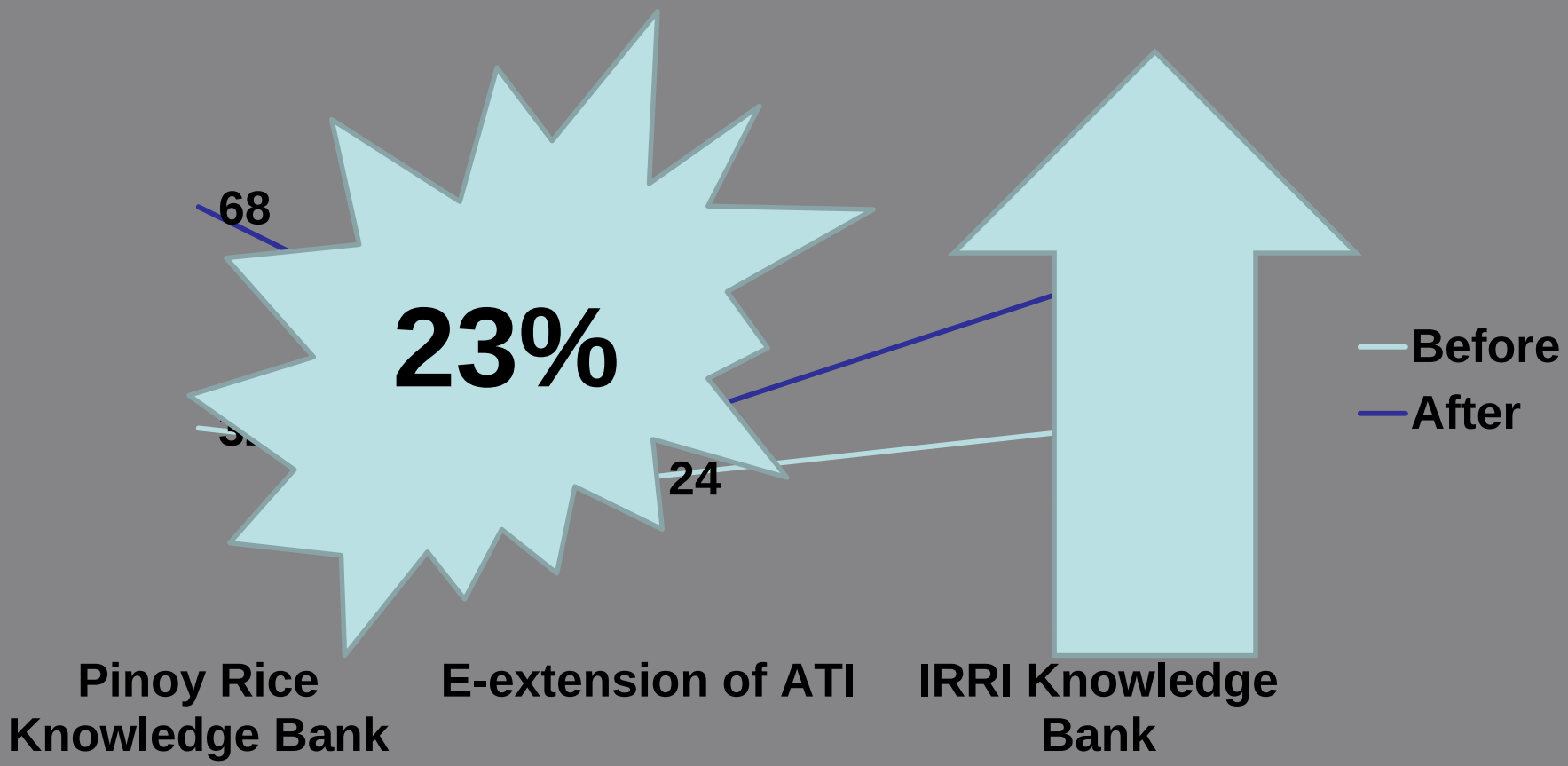
Agriculture-related Applications



Percentage of AgRiDOCs who used agriculture-related applications for their extension work

RESULTS

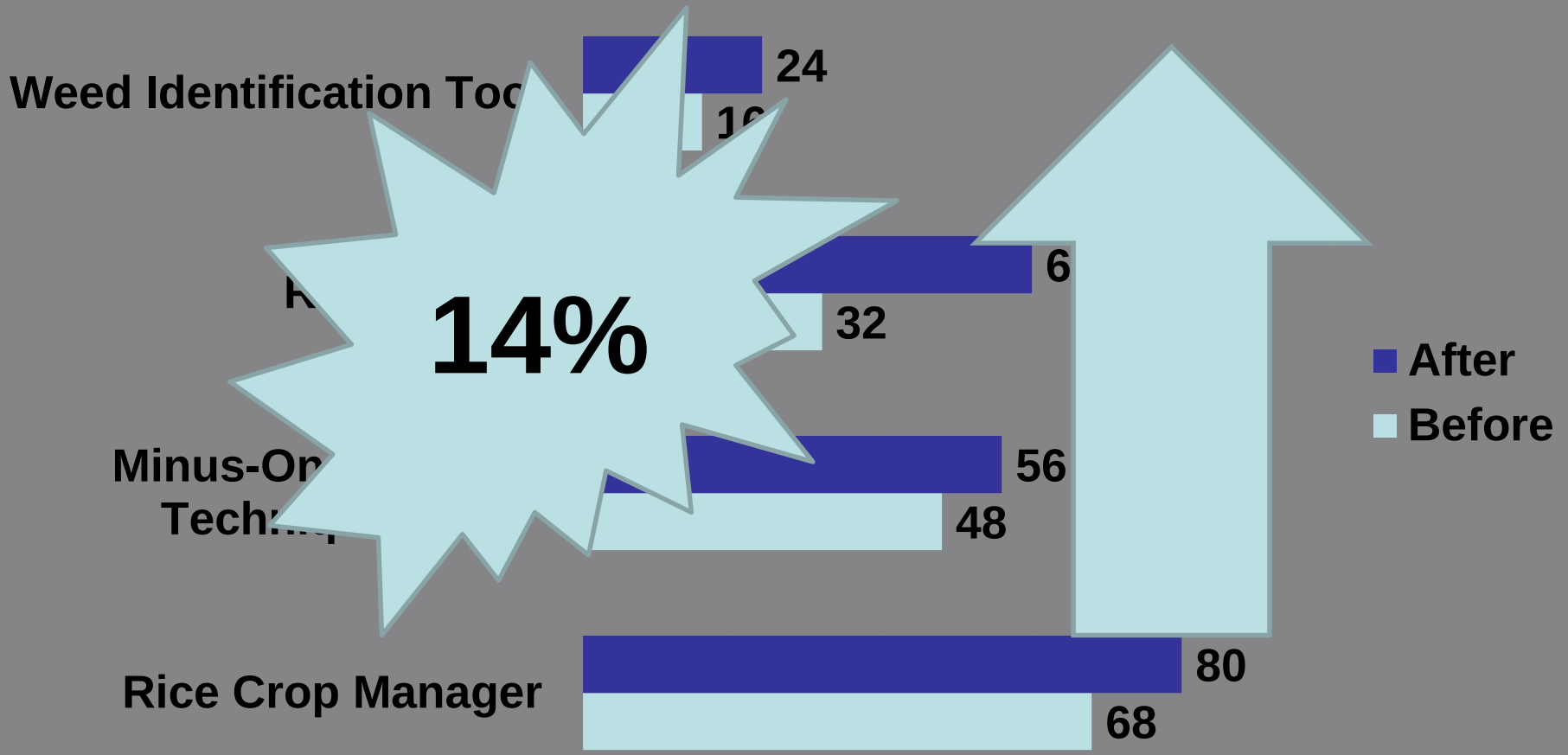
Knowledge Sources



Percentage of AgRiDOCs who used the DA-IRRI knowledge sources for their extension work

RESULTS

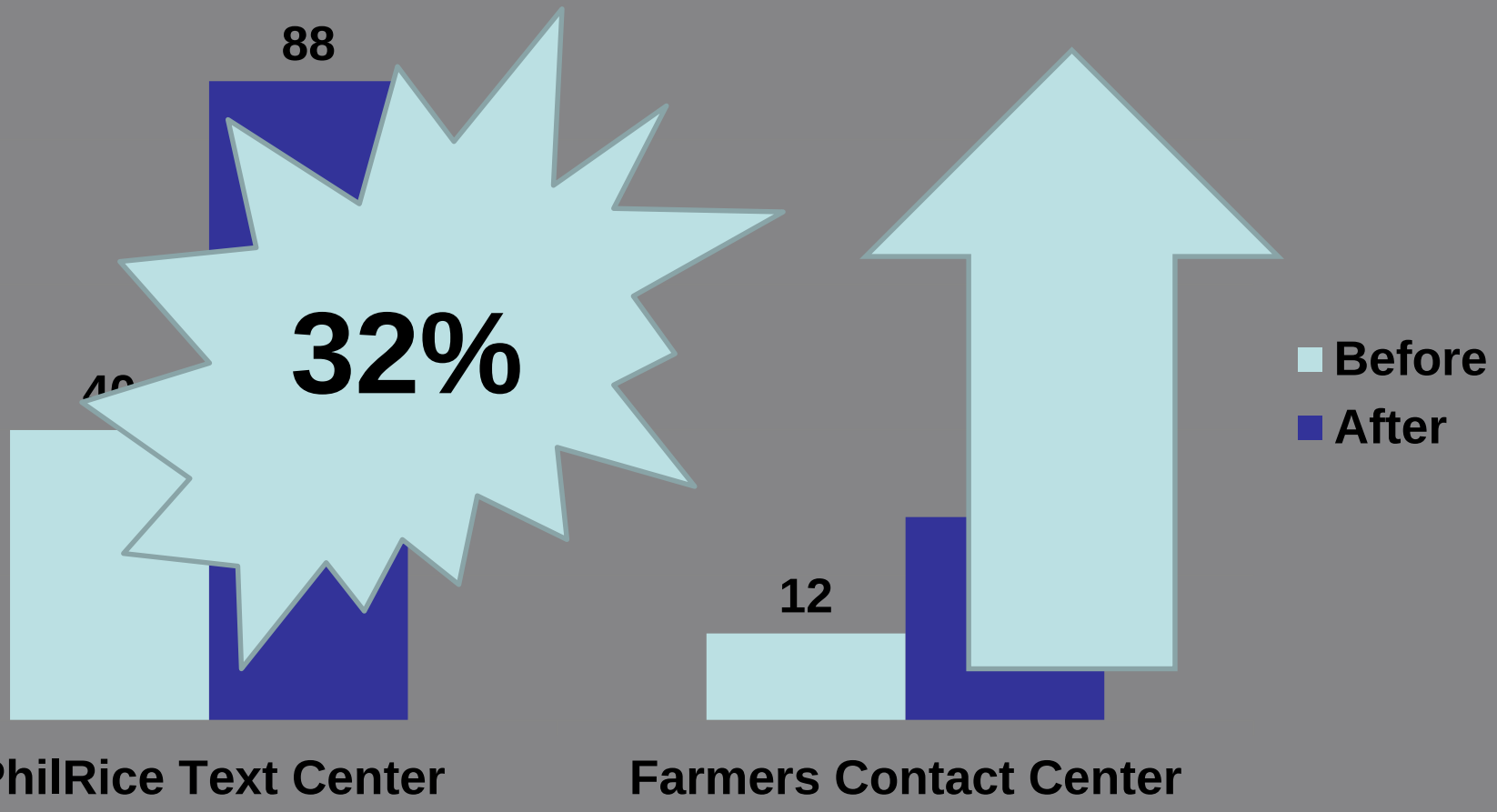
Diagnostic Tools



Percentage of AgRiDOCs who used the DA-IRRI diagnostic tools for their extension work

RESULTS

Contact Centers



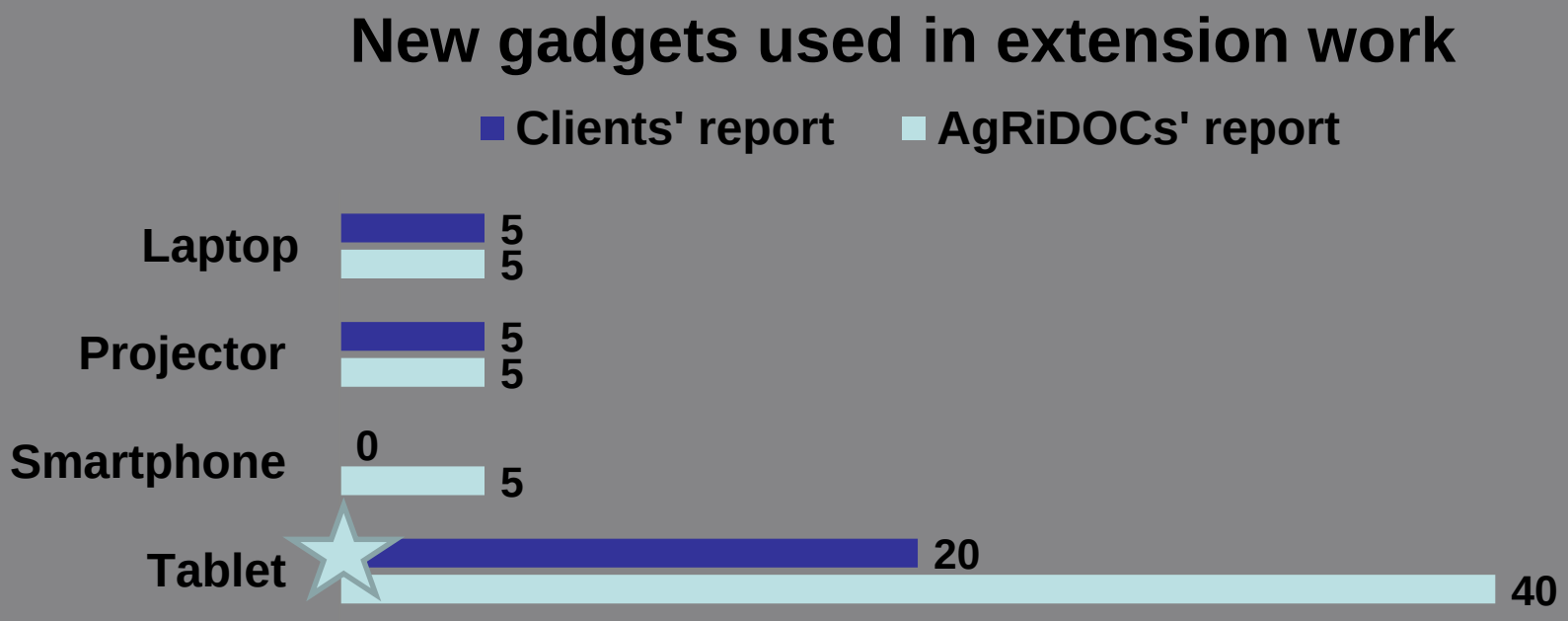
Percentage of AgRiDOCs who used the DA contact centers for their extension work

RESULTS

Before

- **60%** assisted farmers using ICT

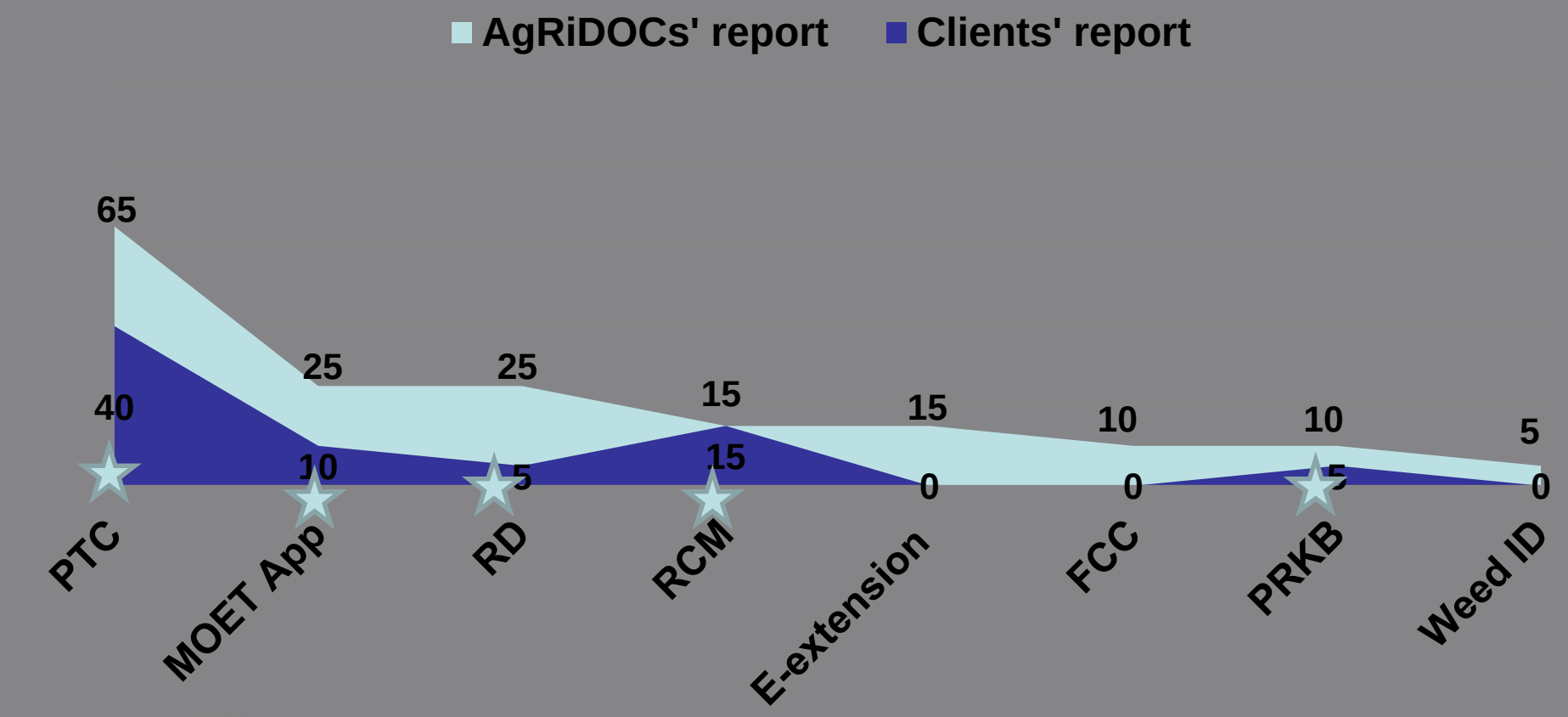
After 1 year; N=20



RESULTS

After 1 year; N=20

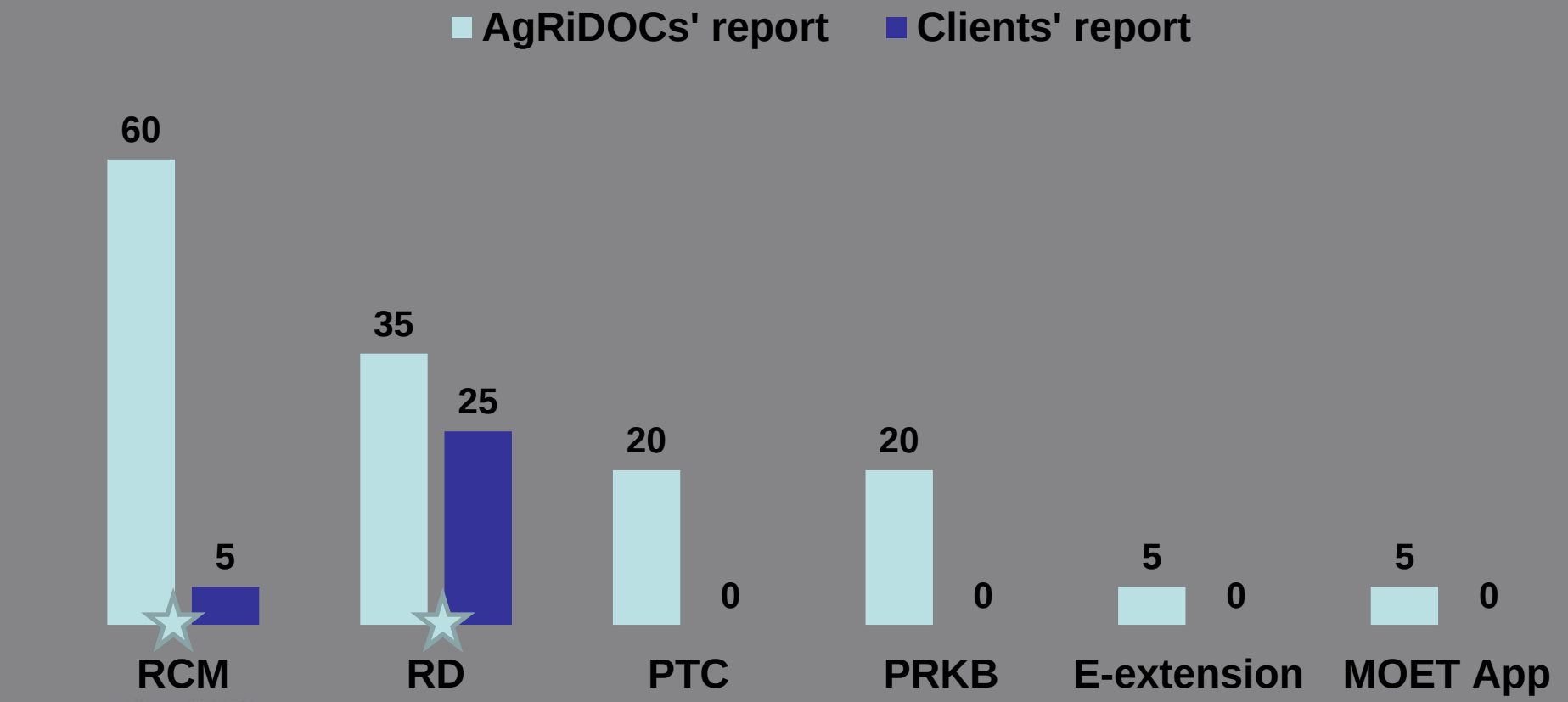
Shared ICT resources



RESULTS

After 1 year; N=20

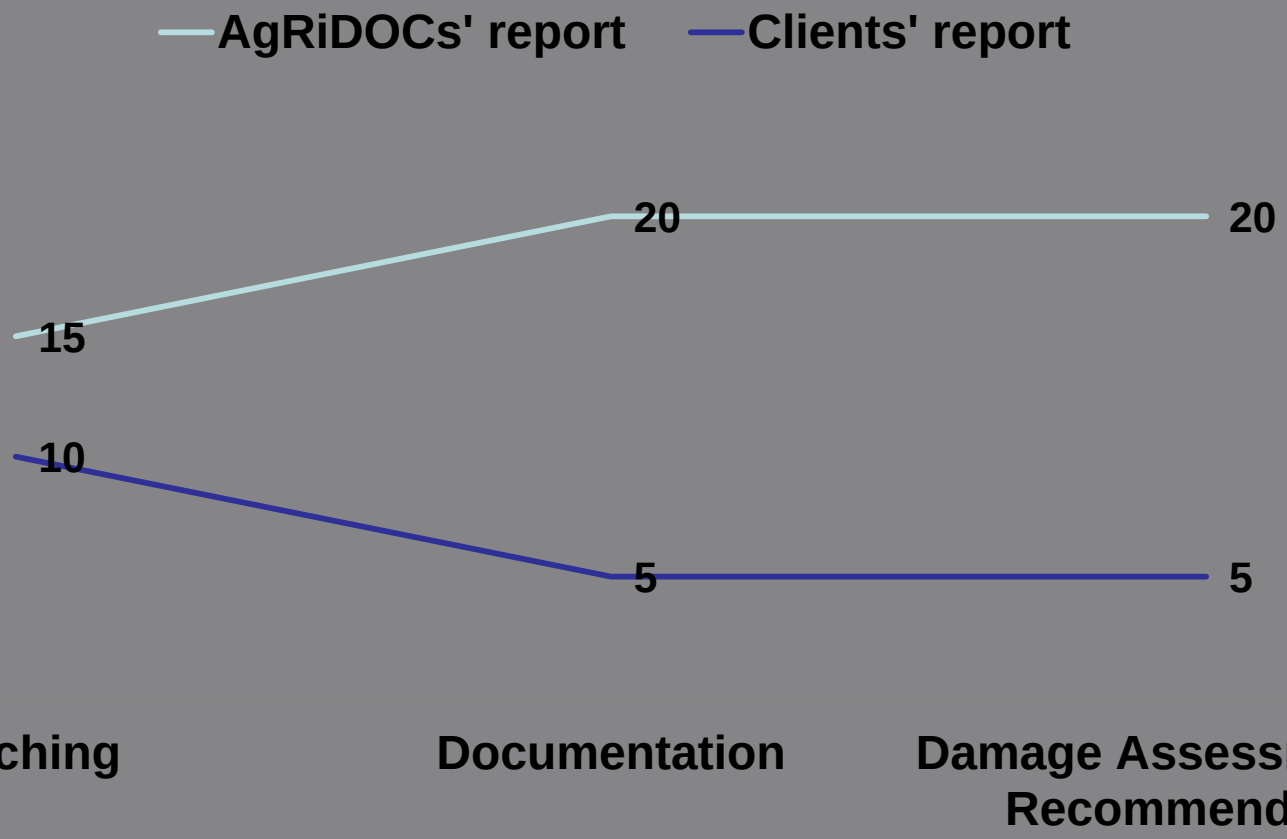
ICT resources used to help clients



RESULTS

After 1 year; N=20

General purpose of using ICT resources



CONCLUSION

- AgRiDOCs are e-ready.
  - All agreed that ICT resources widen reach in extension and generally they were comfortable using those.
- The training improved the AgRiDOCs' ICT competency.
  - AgRiDOCs became competent in using tablet, internet, computer program, and agriculture-related applications.

CONCLUSION

- AgRiDOCs used the ICT options taught in the training
  - However, there is a low usage of internet-dependent ICT resources.
- As a result of AgRiDOCs' e-adoption, clients, mostly farmers, were benefitted.
  - They have an easy access to farming information and appropriate farming management.

CONCLUSION

- Including ICT in AEWs' rice production trainings is an advantage.
  - By doing such, the AEWs will be more ready to reach more farmers at a faster rate.

Improving Technology Promotion and Delivery Through Capability Enhancement of the Next Generation of Rice Extension Professionals and other Intermediaries (Project IPaD)

Department of Agriculture
PHILRICE
PHILIPPINE RICE RESEARCH INSTITUTE

IRRI

DEPARTMENT OF AGRICULTURE

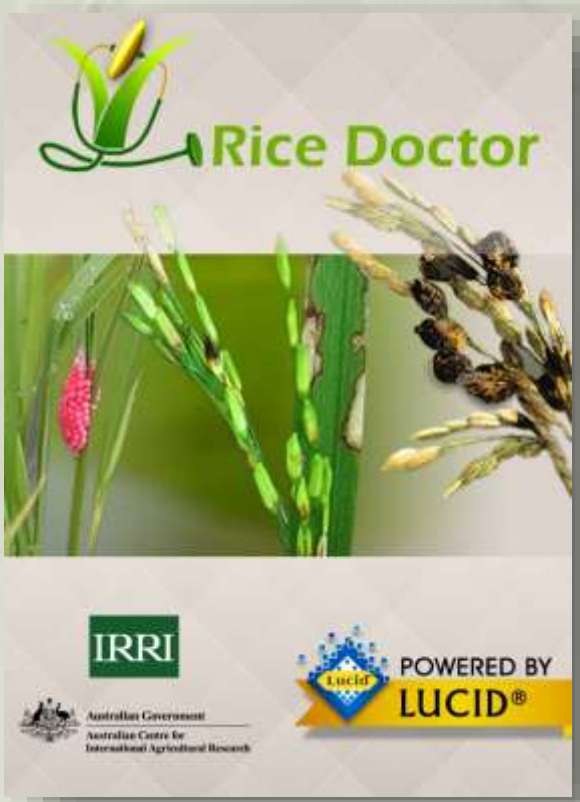
Thank you!

IRRI

The Doctor is IN

Ensuring Effective and User-friendly ***Rice Doctor*** *Consultations*

JCC Barradas, LM Atienza, PR Shankar, and NP Magor
Impact Acceleration Unit, International Rice Research Institute



Rice Doctor

Supports farmers and agricultural extension workers in providing:

- Instant midseason in-field diagnosis to 86 crop problems
- Management and prevention options
- Direct access to information on pests and diseases

IRRI

ICTs in Agriculture

- ICTs create an impact in agricultural transformation by making information and expert support easily accessible to its users.
- This can only happen when the users are able to use it.

RD Evaluation and Usability Testing

This study determines the **usability** of Rice Doctor in making accurate and timely diagnosis of pests, diseases, and other agronomic problems.

The Research Design

- Visual Inspection and diagnosis (VI)

- Material-guided diagnosis (MG)

- Rice Doctor (RD)

The Research Design

- Three test areas in the Philippines *(Cotabato, Iloilo, and La Union)*
- 135 Extension workers involved in rice *(45 extension workers in each test area)*
- Three test plots to be diagnosed in each test area

Field Evaluation

Test Area (Three sites)

Plot 1	Plot 2	Plot 3
		
VI (5)	VI (5)	VI (5)
MG (5)	MG (5)	MG (5)
RD (5)	RD (5)	RD (5)

The Research Design

- Field inspection by a **local rice specialist** to check and identify pests, disease, or other crop problems in the test plots
- Findings would be compared with what was found using the three diagnostic methods

Field Evaluation

Group Discussions

IRRI

Initial Observations

- To make RD think the way an AEW would think.
- Preferences of young/old AEWs
- AEWs: Will we trust RD more than ourselves? Will we use RD?
- The need to revise and update content and pictures

IRRI

The Doctor is IN

Ensuring Effective and User-friendly ***Rice Doctor*** *Consultations*

E-mail: **impactacceleration@irri.org**

Enabling the AgRiDOC

A New Breed of Rice Extensionist

LEA DEL ROSARIO – ABAOAG
Supervising SRS , TMSD

29th National Rice R&D Conference
7-8 September 2016
PhilRice Maligaya, Muñoz, NE

Rice Extension Professional?

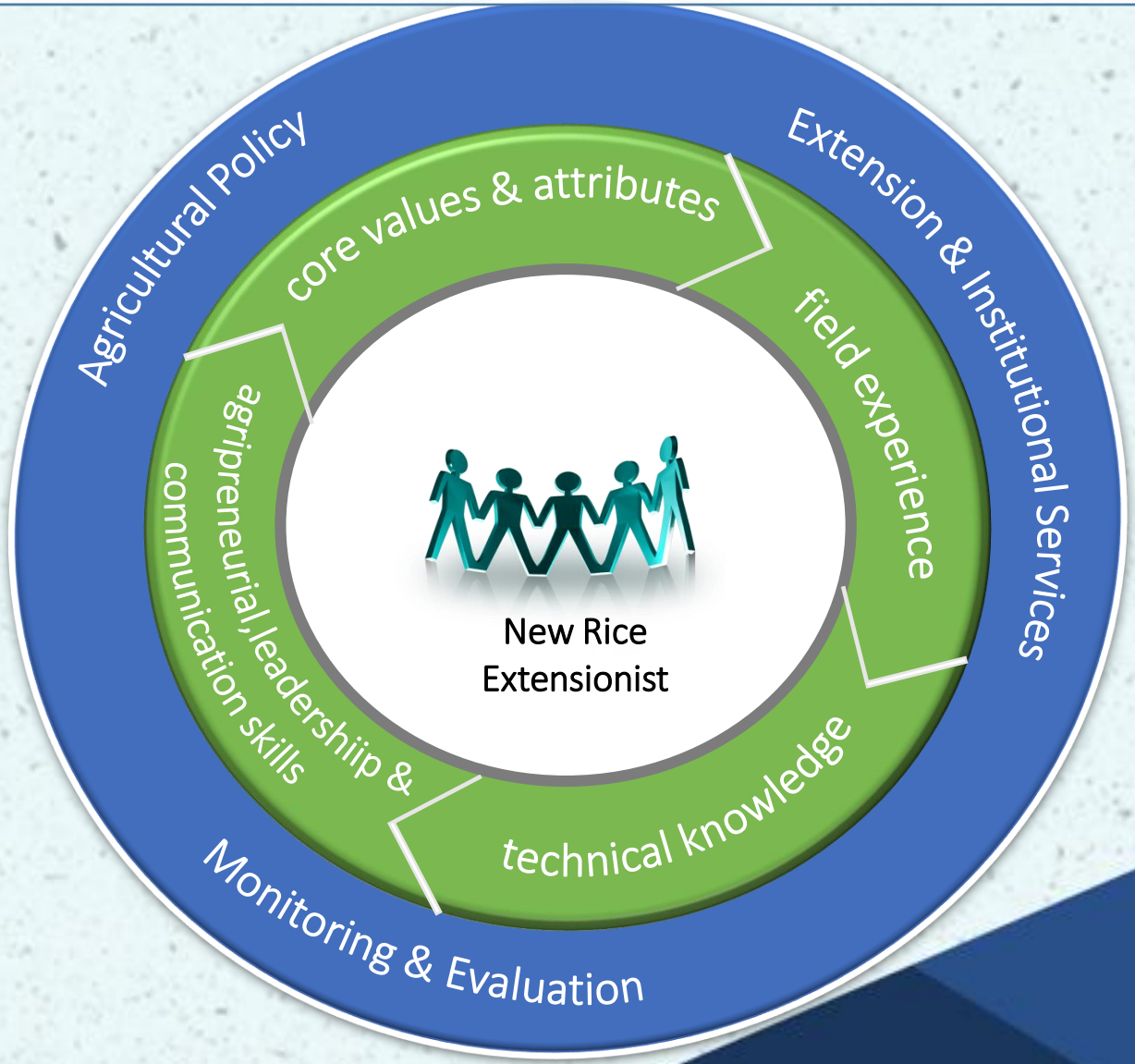
New Breed?

AgRiDOC?

Rice Extension Professional

- Key Informant Interview and Focus Group Discussions plus a National Consultation Workshop
- Definition of an extension worker in ATI's Agriculture and Fisheries Extension Performance Indicator System
- Modernizing Agricultural Extension Systems (FAO, 2005)
- Agricultural development/ extension worker HB 4011 Agriculture and Fisheries Extension Act of 2010
- New extensionist by GFRAS (2012)
- The GRiSP Global Framework for Agronomy Extension (IRRI, 2012)
- Definition by PhilRice of a Rice Self-sufficiency Officer (RSO)

Capability Building Framework

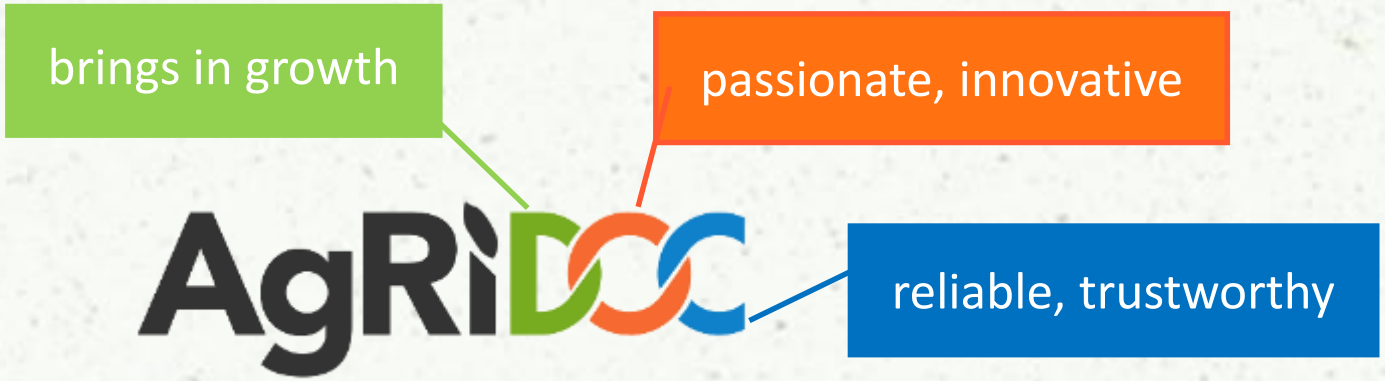


New Breed of
Rice Extension Professional

Palay Chief
Palerto
KaSaMa
Agritex
DalubSaka
PalTek
PalayGuro
P-REx

Agricultural Development Officer of the Community

Ka-Agri
KaSaKa
Hanep
Kaagapay
PalayHenyo
Rice Buddy



Agricultural Development Officer of the Community

(**Ri** for rice, being the entry point; chained **DOC** to stand for partnership, community engagement)

A development catalyst with a strong sense of mission to help transform farming communities toward competitiveness, sustainability, & resiliency using science-based & locally appropriate strategies

The Training Program

Enabling the AgRiDOC: A New Breed of Rice Extensionists

Module 1 "Be Transformed"

Module 2
"AgRiCool"

Module 3
"AgRi Survivors"

Module 6
"Be RICEponsible"

Module 4
"PalaYcheck & PalaYamanan v2.0"

Module 5
"Rise with Rice"

Be Transformed

Module 1

Duration: 3-4 days

Heightens the understanding and appreciation of development and extension work using Transformational Leadership framework

The foundation: mind setting & <u>defining new mission</u> of catalyzing farm community transformation

AgRiCOOL

Module 2

Duration: 5 days

Cultivates their passion for and knowledge of agriculture, in general, and rice science for development, in particular

<u>Inspiring sense of mission</u>; seeing the possibilities and opportunities

AgRiSurvivors Module 3

Duration: 6 days

Develops understanding of and appreciation for the various types of farmers and extension intermediaries, and their coping mechanisms to survive in the rice industry/environment

Sensing the actors in the farm community & their coping mechanism to deepen their sense of mission

PalaYcheck/PalaYamanan v2.0 Module 4

Duration: 35-45 days

Strengthens understanding of the principles ("WHYs") of diversification, intensification, and integration in a rice-based farming system; of technology localization; of skills in field problem diagnosis and management; and of nature inspired and high tech/precision farming

Equipping them for their mission – strengthening their technical competence

PalaYcheck/PalaYamanan v2.0

Module 4

Duration: 35-45 days

<u>Equipping them for their mission</u> – strengthening their <u>technical competence</u>

Rise with Rice

Module 5

Duration: 20-25 days

Promotes learning of entrepreneurship, and other critical knowledge, skills, and competencies to catalyze development and extension efforts

Equipping them for their mission – developing their entrepreneurial, leadership, communication skills

Be RICEponsible

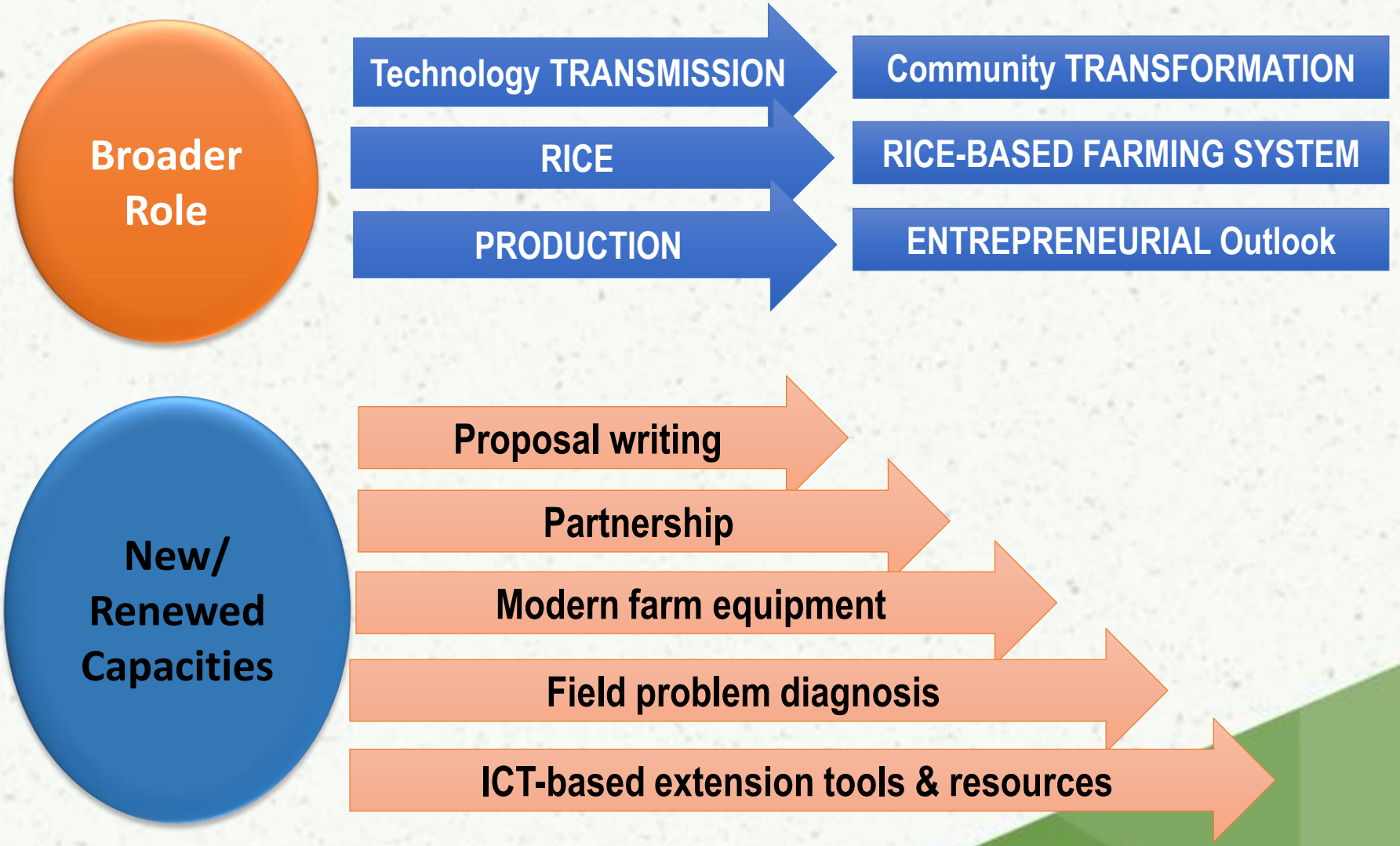
Module 6

Duration: 20-25 days

Supports on-site application of lessons learned including the development of a project proposal that promotes competitiveness, sustainability, and resilience in rice-based farming communities

Nurturing values and attributes essential to their mission and applying lessons learned to their communities.

Key Changes in the Curriculum



Key Changes in the Curriculum

Fun & Interactive Learning

- **Games**
- **Video showing**
- **Debates**
- **Reflective Journals**
- **Conversations/KSL**
- **Hands-on**
- **Visits/Tours/Summaries/Integration**

Kredo ng AgRiDOC

AgRiDOC ako
May pananalig sa Diyos at sa kakayahan ng Pilipino
Isinusulong at pinasisigla ang agrikultura
Para sa pag-unlad ng ating bansa

AgRiDOC ako
Progresibo't may puso ang serbisyo
Kaalaman ay subok ng agham at karanasan
Patuloy na nag-aaral, pinagbubuti ang kakayanan

Ikinararangal ko, AgRiDOC ako
Lingkod at kaibigan ng magsasakang Pilipino
Kabalikat sa pagbabago upang ani'y lumago
at produkto'y tumaas ang halaga sa merkado.

Mapunta man kung saan, ako'y maaasahan
Sa pagbahagi ng bagong kaalaman at kaisipan
Lalo na sa paggawa ng nararapat na paraan
nang guminhawa at tumatag ang buong
pamayanan.

'Yan ang misyon ko, **AgRiDOC ako**!

What the AgRiDOCs said

"Di lang naka-focus sa technical aspects…nahahanda (pa) ang puso and attitude para harapin ang mga hamon sa agriculture."

MRutaquio, Quezon

What the AgRiDOCs said

"Dati parang gusto ko ng iwanan yung agriculture…dahil sa training…mas nagkaroon ng eagerness, alam mo na talaga yung role mo." *JEscalona, Min Or*

"Dati focus ako sa pagiging implementer lang. Ngayon, may perseverance and persistence na gumawa pa ng trabaho na di na expected sa akin." *RSaulon, Albay*

What the AgRiDOCs said

"I must admit that I was working before with full of doubts. Sometimes I'm even ashamed that I am just an agricultural extension worker. The AgRiDOC training is an eye-opener. Now I am proud to say that I am an agricultural technologist and I serve the farmers." – *MBlanco, Surigao del Sur*

"After meeting the AgRiChamps, mas naramdaman ko ang hugot. Mas determined na ako na mahalin ang aking trabaho. Dahil din sa training tumaas ang confidence level ko at naging imaginative ako. Gusto kong ituro ang aking mga learnings sa community namin."

- MMejos, Zamboanga del Norte

The AgRiDOCs

PILOT BATCH

Luzon – 25
19 proposals generated/12
fully or partially implemented

Visayas/ Mindanao – 25
20 proposals generated/
4 fully or partially implemented

CLUSTER ROLLOUT

Nationwide - 67

ARRTTs -24

Enabling the AgRiDOC

The New Breed of Rice Extensionists

Project IPaD

Implemented by PhilRice, ATI, and IRRI
with funding from the DA National Rice Program
through the Bureau of Agricultural Research

The Right Match Sets the Fire

KNOWLEDGE SHARING AND LEARNING FOR STRATEGIC GROUPS OF RICE EXTENSION INTERMEDIARIES

EP Angeles, KET Barroga, ST Rivas, IR Tanzo ,& HJL Altamarino (PhilRice)
BA Pamatmat & JC Barradas (IRRI)

29th National Rice R&D Conference
7-8 September 2016 • PhilRice CES

Improving Technology Promotion and Delivery through Capability Enhancement of the Next-Generation of Rice Extension Professionals and Other Intermediaries

Project IPaD

PhilRIce-ATI-IRRI

With funding from the DA-National Rice Program through the DA-Bureau of Agricultural Research.

The Right Match Sets the Fire

match

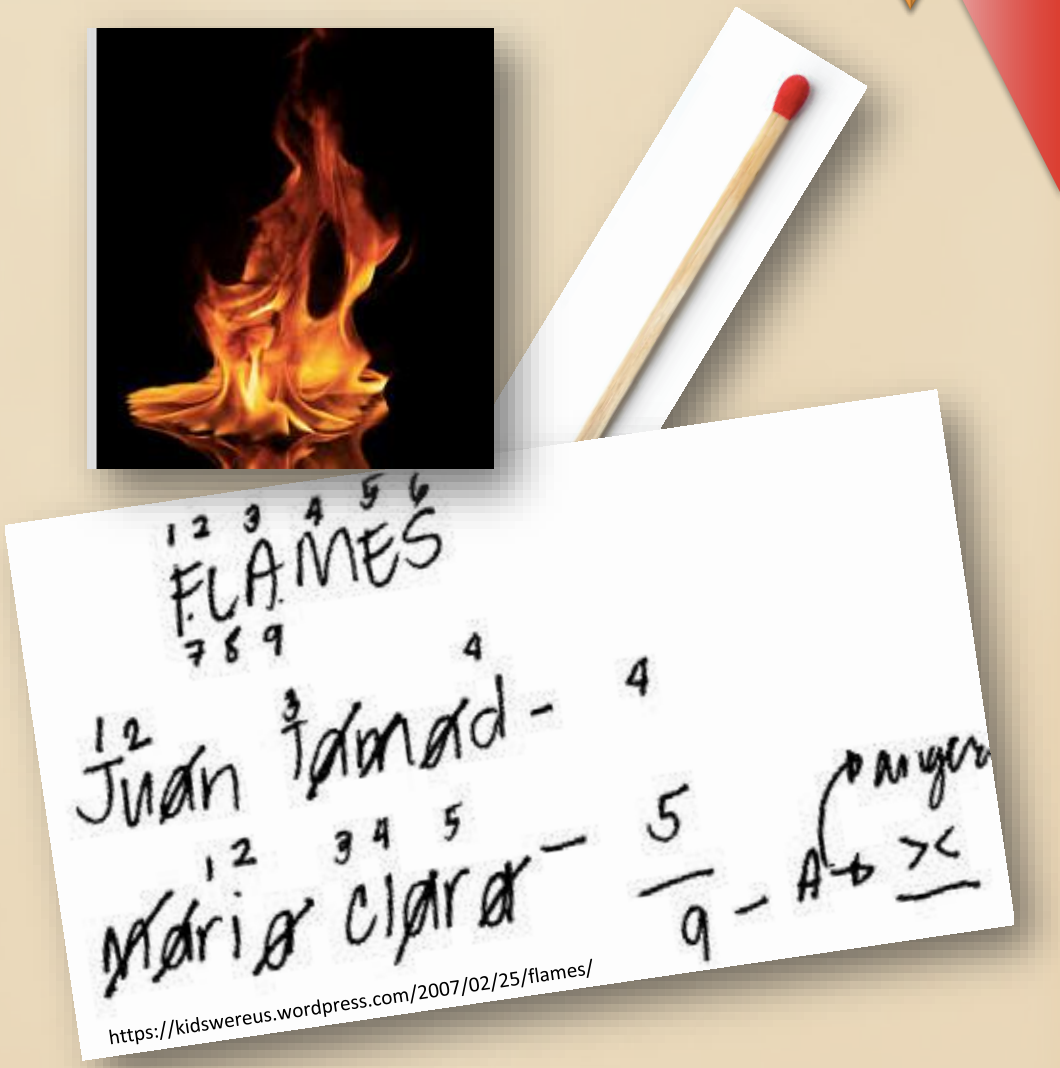
noun **\ˈmach**

1 : a person or thing equal or similar to another

2 : a pair suitably associated

3 : a contest between two or more parties

4 : a prospective partner in marriage



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WHAT WE HAD TO DO

- ✓ Identify REIs
- ✓ Define their roles
- ✓ Engage and equip them to do more to help farmers

✓Identify REIs

Focus group discussions

Key Informant Interviews

Review of Literature

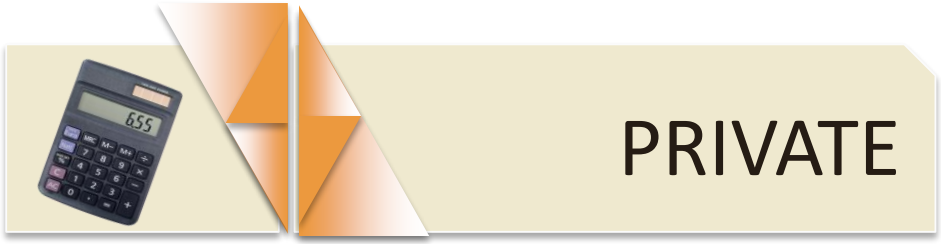
Consultations

RICE EXTENSION INTERMEDIARIES (Strategic Groups)

e.g. RBOs, NGOs, LFTs, ESPs, 4H clubs, IA leads

e.g. agri faculty, staff, students, and student orgs; SCU extn mgrs

e.g. rural broadcasters, agri beat reporters, reg'l information officers



e.g. seed centers, agrichem/fert companies, retailers, local agri banks, MFIs

✓Define their roles

RICE EXTENSION INTERMEDIARIES

are seen as more conscientized & equipped in their role of providing timely science-based information, products, & services to help farmers.

- information conduits
- agri & farming advocates
- learning facilitators
- links to other service providers

✓Engage and equip REIs

The target rice extension intermediaries were engaged through knowledge sharing and learning (KSL) events.

KSL FRAMEWORK

Modify/ Retain

Assess/ Evaluate

Document /Follow-up

Implement/ Test

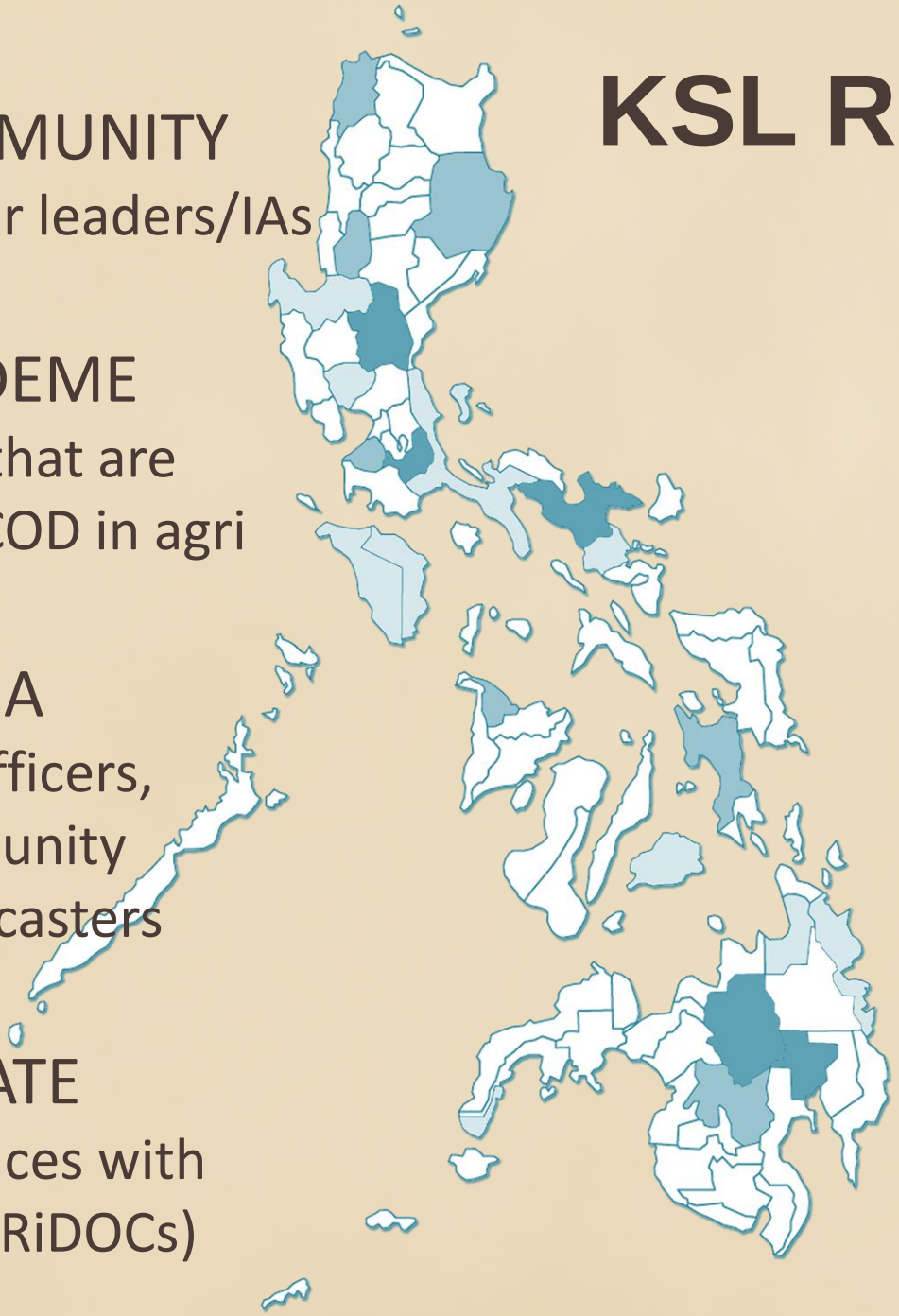
KSL REACH

COMMUNITY
Farmer leaders/IAs

ACADEME
SCUs that are
COE/COD in agri

MEDIA
Info officers,
community
broadcasters

PRIVATE
provinces with
≥3 AgRiDOCs)



~11,000 REIs
from priority areas
and various groups

Snowball events

Complete directory to
aide follow-up
through social media,
emails, SMS, other
opportunities

FEEDBACK FROM M&E

- **QUICK AFTER-EVENT SURVEYS**
- **BASELINE SURVEY after KSL**
- **FOLLOW-UP SURVEY after 6 mos**
- **ROI**

	Community	Academe	Media	Private
Satisfied with KSL	Yes	Yes	Yes	Yes
Relevant to REIs	Yes	Yes	Yes	Yes
Equipped through ICT tools	Yes	Yes	Yes	Yes
Level of usage (KSL)	93%	82%	100%	85%

SUMMARY FEEDBACK FROM M&E

- ✓ Private REIs were most efficient in terms of number of people reached.
- ✓ Academe REIs have more varied ways of helping farmers/agriculture.

	Community	Academe	Media	Private
Type of beneficiaries	Family, friends, co-worker, AEWs, farmers, others	Family, frnds, co-worker, farmers, students, others	Farmers	Fam, friends, co-worker, AEWs, farmers, others
Number of beneficiaries	6,821	3,268	260	8,341
Places reached	Brgy, municipality, Luzon	Brgy, municipality, Luzon, Vis	Brgy, municipity , Vis, Min	Brgy, municipty, Luz, Vis, Min

HOW REIs ARE HELPING FARMERS

"Pagpo-photocopy ng ICT-based tools brochures at pagpapamahagi ng mga ito sa mga farmers na bumibili ng seeds (sa extension program naming) at pagda-download ng Rice Doctor at pagre-require sa mga studyante na gamitin ito." – Academe

"Sa pamamagitan ng pagse-share ng mga natutunan sa aming mga kliyenteng magsasaka during our center meeting schedule sa kanilang mga lugar." - MFI

"Pagkalat ng number ng text center; pagrerekomenda kung saan makakahanap ng tulong." – Farmer coop head

"Adjusting the financing package– reduced loanable amount to avoid over expenses (of the farmers) and pay immediately the(ir) debt ." – Private/Rural Bank

KEY LESSONS & INSIGHTS

match

noun **\ˈmach**

1 : a person or thing equal or similar to another

2 : a pair suitably associated

3 : a contest between two or more parties

4 : a prospective partner in marriage

- INTENSIFICATION – COLLABORATION
- INTEGRATION – COMPLEMENTATION
- INSTITUTIONALIZATION – CONTINUED ENGAGEMENT

Project IPaD

PhilRIce-ATI-IRRI

With funding from the DA-National Rice Program through the DA-Bureau of Agricultural Research.

Listening Groups as a Knowledge Sharing and Learning Mechanism in Group Learning Activities among Farmers

SPasiona | MGNidoy | JManaloIV

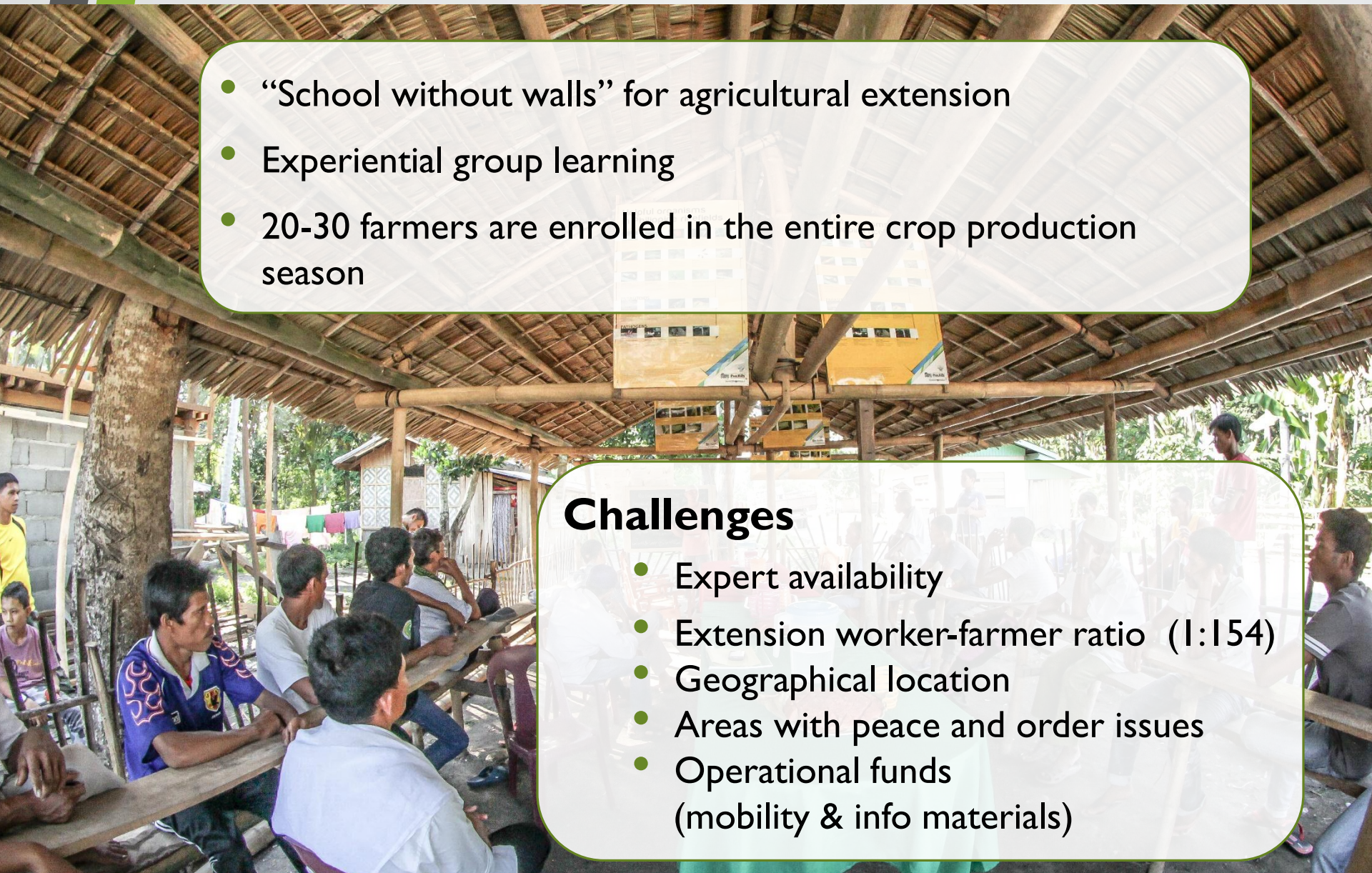
Development Communication Division

Listening groups

- Radio Forum is a broadcast material aired for a specific listening group.
- Canadian National Farm Radio Forum (1941-1965)
- "Longest and most apparently successful listening groups projects in the world."

Read → Listen → Discuss → Act

Farmers Field School



- "School without walls" for agricultural extension
- Experiential group learning
- 20-30 farmers are enrolled in the entire crop production season

Challenges

- Expert availability
- Extension worker-farmer ratio (1:154)
- Geographical location
- Areas with peace and order issues
- Operational funds (mobility & info materials)

Objectives

The overarching goal of this study is to revisit the relevance of listening groups in group learning initiatives.

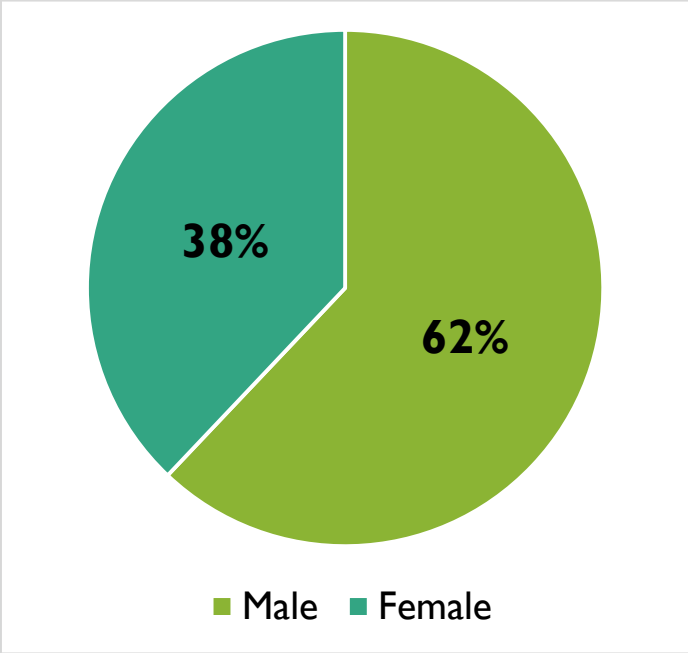
Specifically:

1. Assess the effectiveness of the LG in conveying information on rice production technologies
   - Identify the push and pull factors
   - Identify types of information that can best be conveyed using this method
2. Examine how LG can improve KSL

Methodology

- Survey (N=87)

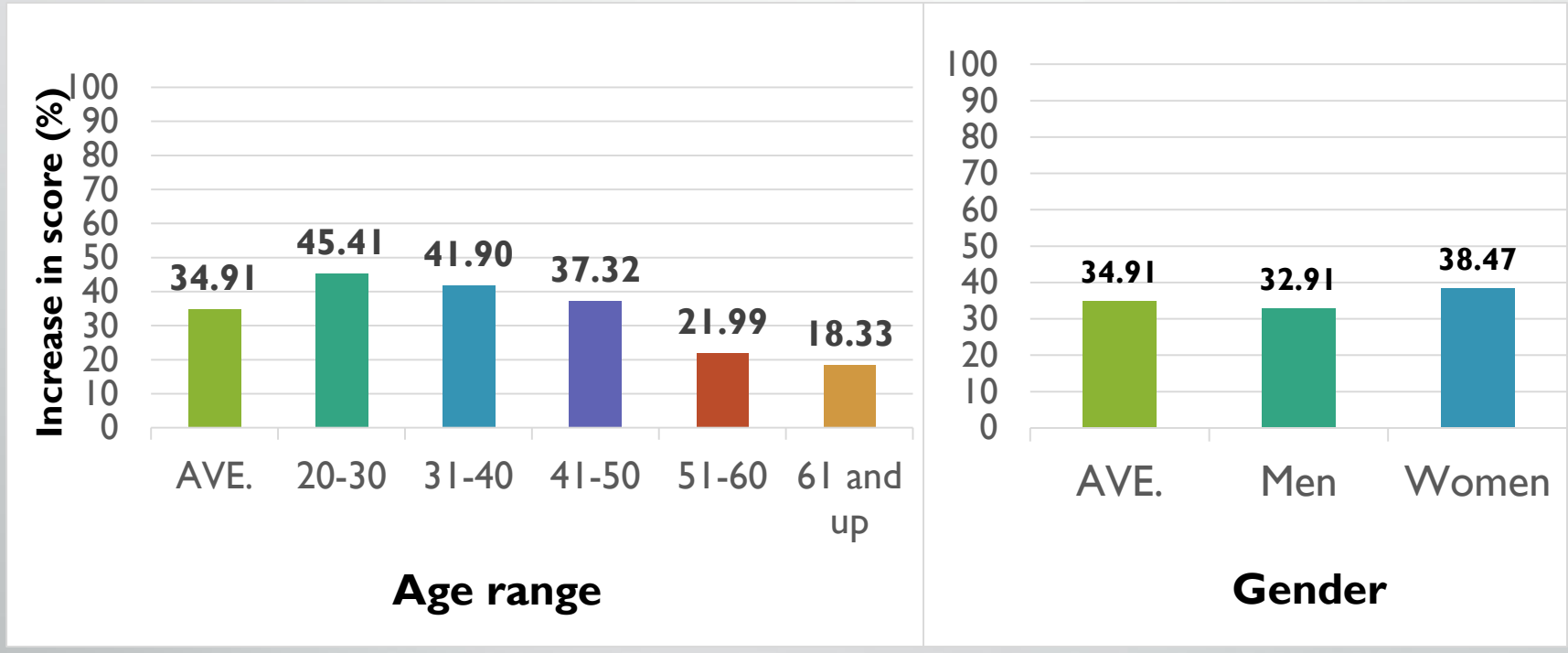
Male = 54 Female = 33



- Survey conducted with organized farmer groups in 4 sites:
  - Ilocos Norte
  - Tarlac
  - Agusan Del Sur
  - Negros Occidental

Focus group discussion

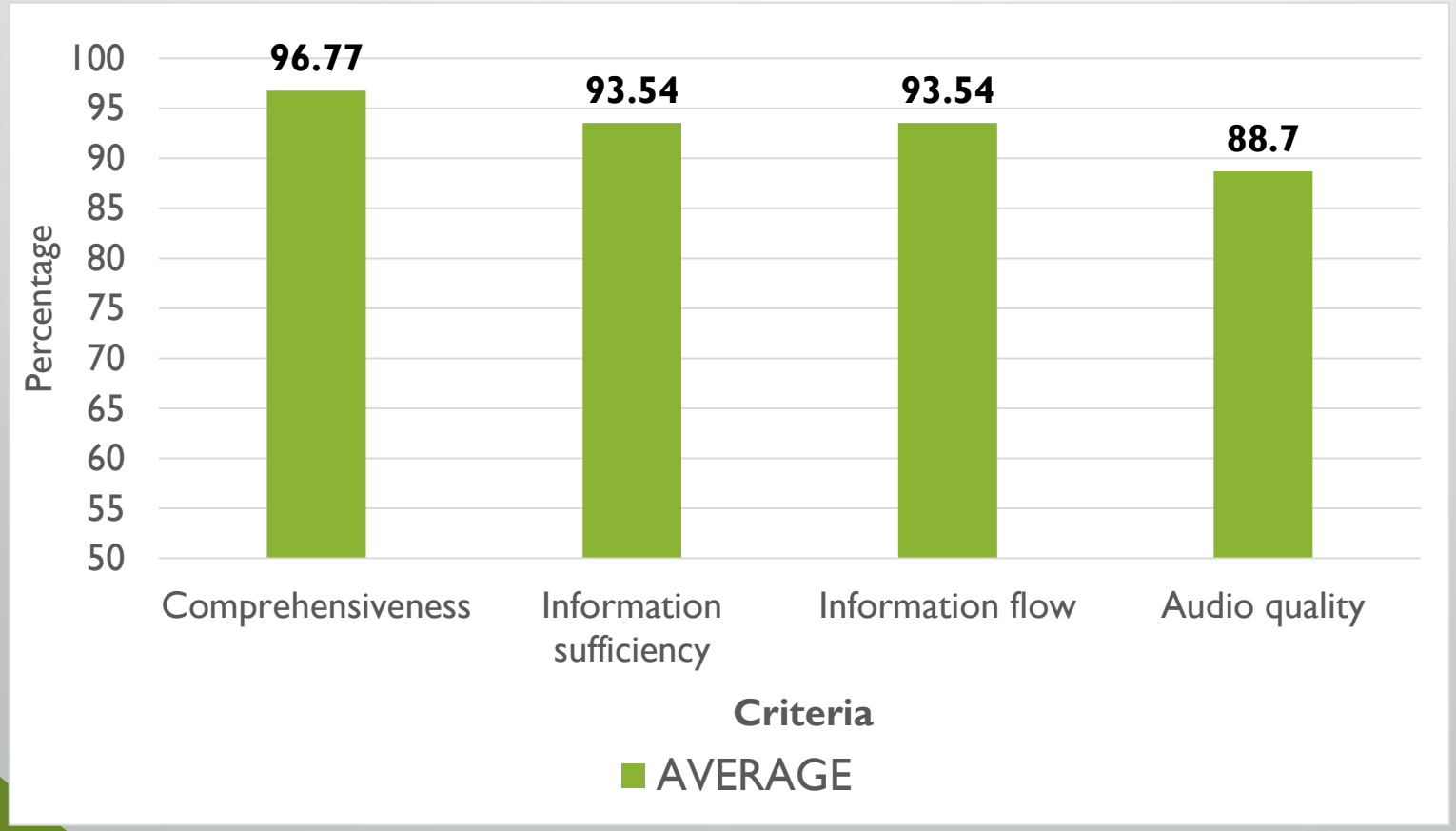
Results:
Push factors of listening groups



Higher scores were recorded among the younger and women population.

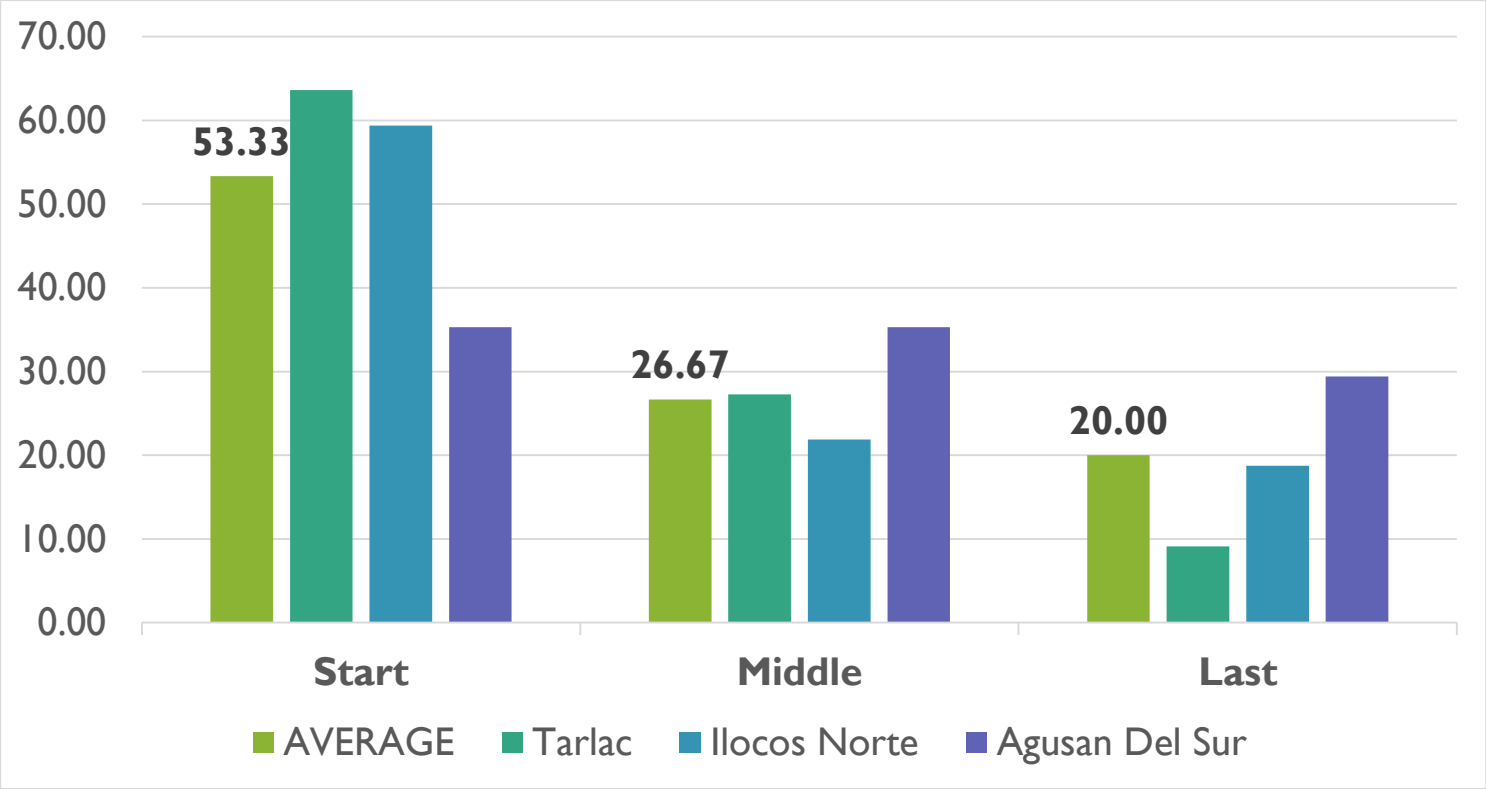
Results:
Push factors of listening groups

- Engaging audio content
- Optimum audio quality & length



Results:
Push factors of listening groups

- Preferred part in group learning initiatives

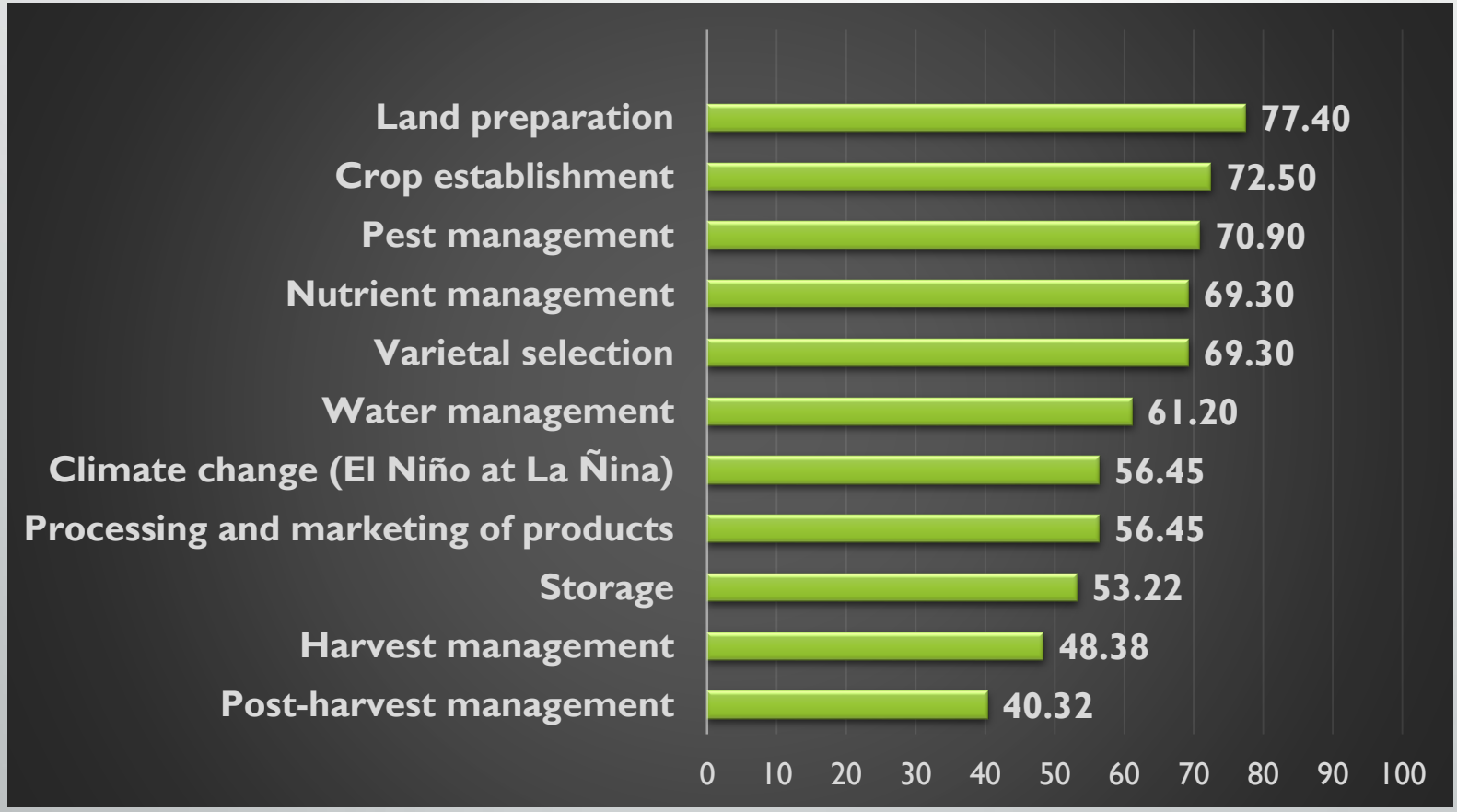


This method may be more effective in introducing concepts.

Pull factors of listening groups

- Physical disabilities of the audience
- Too technical terms / unfamiliar language (e.g. “darak”)
- Unconducive environment

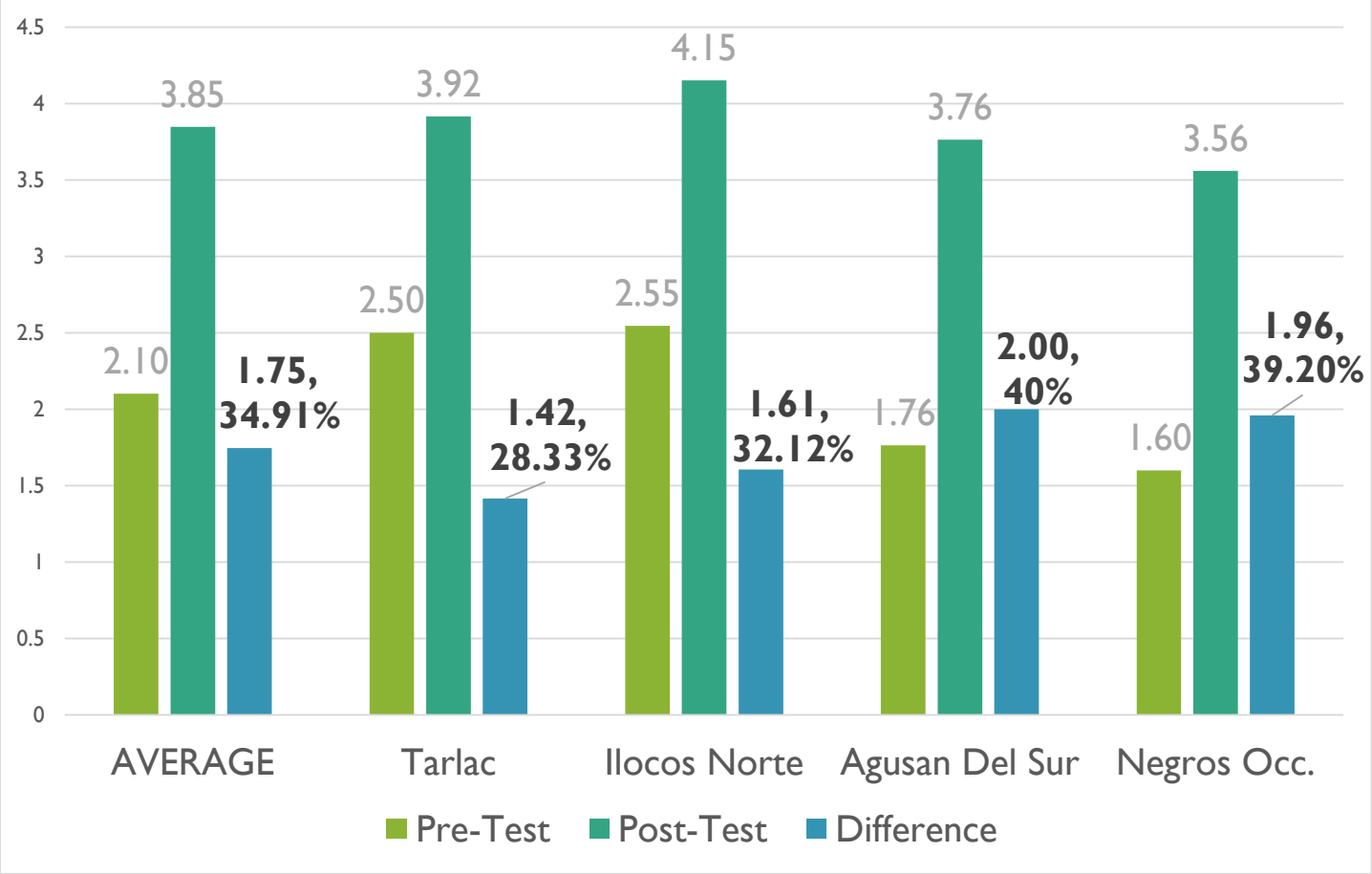
What farmers want to hear



Top preferred topics are about pre-harvest management.

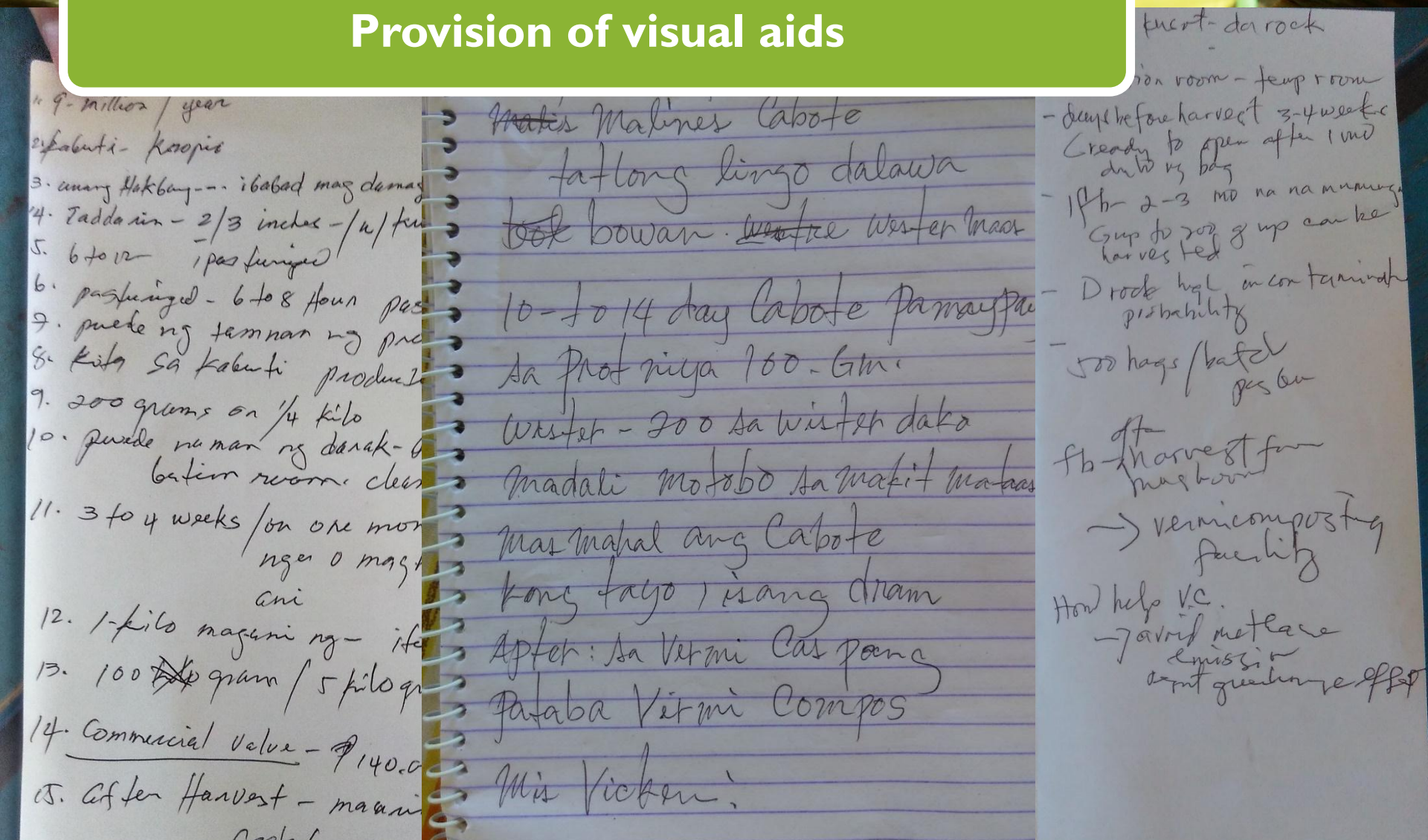
How much farmers learned

- Pre- vs. post-test scores (across sites)



Integration of group dynamics (infotainment)

Provision of visual aids



CONCLUSION

- Listening groups:
  - remain relevant
  - invite discussion among farmers
  - can address issues on expert availability BUT does not intend to replace physical presence of experts
  - is a cost-effective KSL strategy
  - is an effective KSL strategy especially if group dynamics are incorporated
  - is more effective among younger and women farmers
  - can help maximize the use of audio materials (Pinoy Rice)

RECOMMENDATIONS

- Provide visual aids like handouts about the topic to better facilitate learning.
- Consider the listening groups in curriculum development of FFS.
- Try first in small group learning activities.
- Entertain a wide range of topics that are of high relevance to the intended audience (participatory approach in topic selection)
- Encourage greater involvement of younger and women farmers in group learning initiatives.

Ubiquity of Mobile Phones: Lessons for the Rice Crop Manager

DA ATI-IRRI-Smart Collaboration

Du, MJ; BPamatmat; MCasimero; RJBuresh; RCastillo (IRRI); AArceo; JCalasagsag (DA ATI)

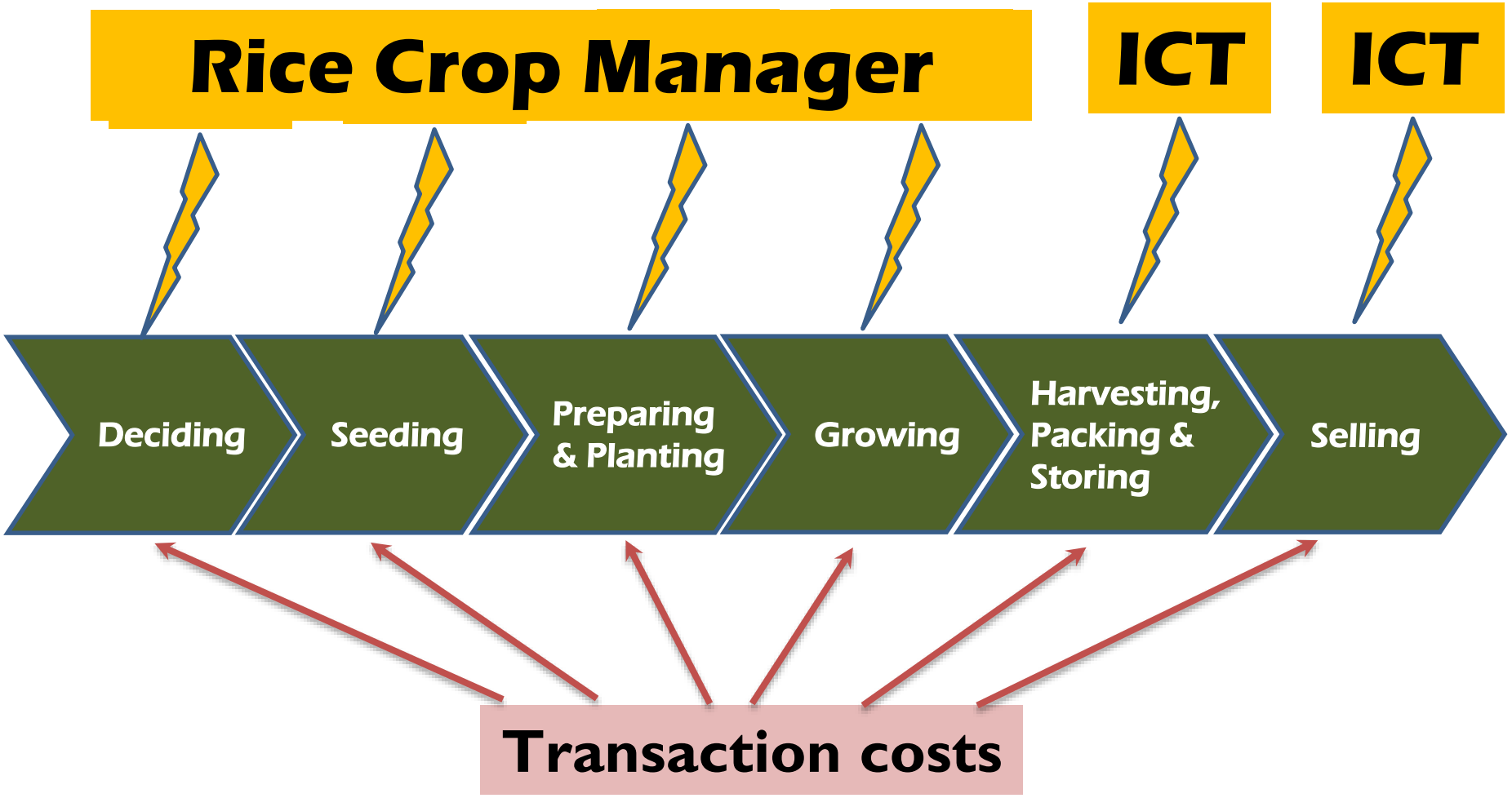
Oral Presentation, Concurrent Session I
29th National Rice R&D Conference
7-8 September 2016, PhilRice CES
Maligaya, Muñoz, Nueva Ecija

Technology Dissemination

Before….

Near Present….

Limited Agriculture Value Chain



De Silva et al, 2008; Jensen, 2007

Rice Crop Manager

- **Uses science-based principles and modern computing to calculate field- and farmer-specific management recommendations**
- **Periodically updated with new findings from research and new information on rice farming**
- **Version 1.0 released in November 2013**
- **Version 1.2.2 released in August 2015**
- **Version 2.0 in released November 2015**

How *Rice Crop Manager* works?

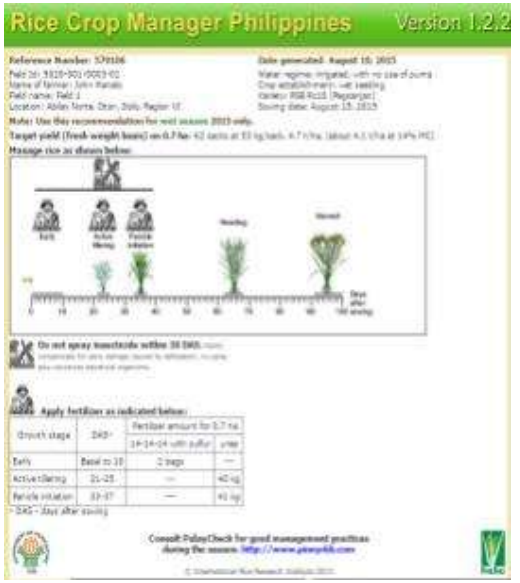
Personal computer

1. **Download from web site: webapps.irri.org/ph/rcm**
2. **Interview farmer, off-line or online**
3. **Submit online for automatically calculated recommendation**

Smartphone

SMS

located on cloud-based server



Printout

4. **Provide recommendation to farmer**

RCM automatically provides farmers with personalized recommendations

- Accessed through a web browser with a smartphone, Tab, or computer

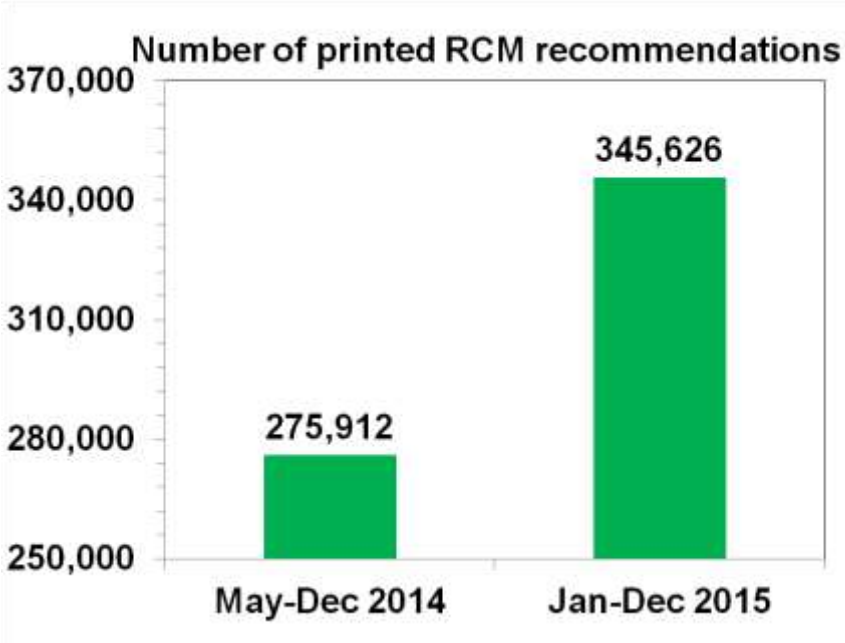
http://webapps.irri.org/ph/rcm

- Used by extension worker, crop advisor, or service provider to interview farmer

Recommendations are:

- Customized to farmer's specific needs and situation
- Provided to farmer as printed guideline before crop establishment
- Provided as SMS starting in 2015

620,000 printed *Rice Crop Manager* recommendations reached about 150,000 farmers by 31 December 2016



Information available at: http://cropmanager.irri.org/statistics

SMS-based information service is operational

- **Enhanced RCM in June 2015 with an SMS-based service**
- **Launched for RCM farmers through phone calls from authorized DA-ATI staff members to farmers with RCM recommendations.**
- **RCM-based SMS information service is incorporated into DA-ATI Farmers' Contact Center (FCC)**

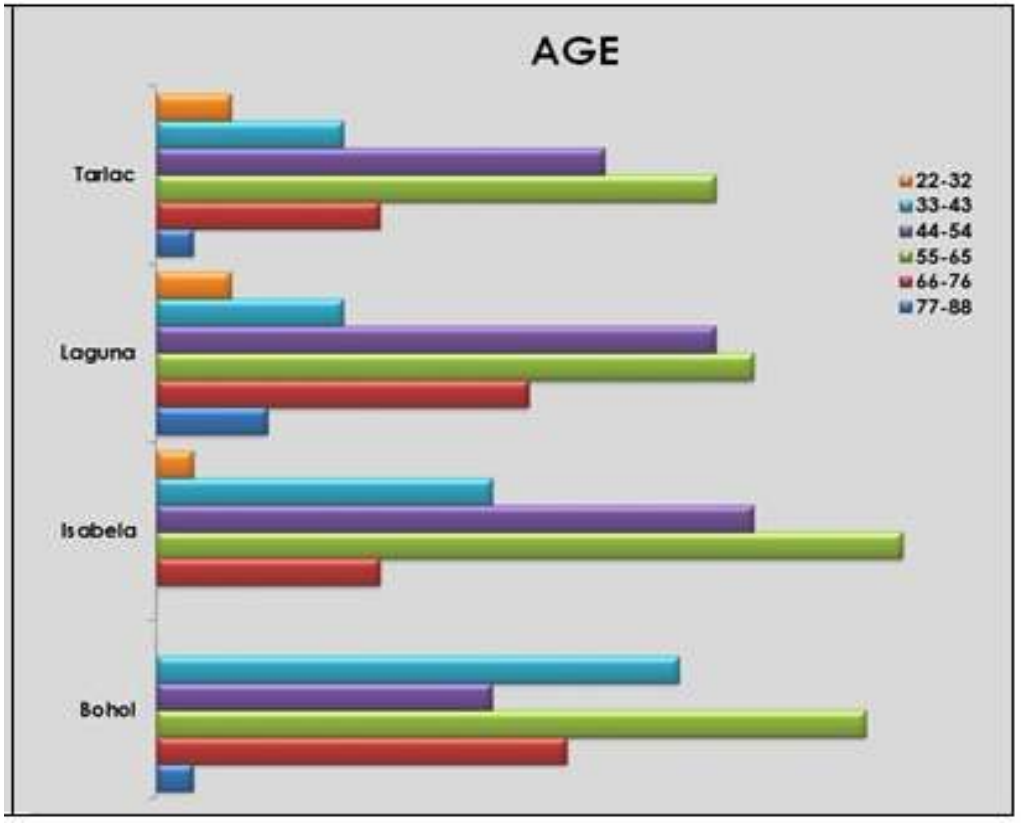
Mobile phone research

- **Tripartite agreement between DA-ATI, IRRI, and SMART Communications == research on mobile phone use and access of farmers**
- **To design an effective way to enhance access of farmers to mobile phones and SMS service to increase the reach of information from RCM**
- **Duration: Two cropping seasons (Mar/Apr 2016 – May 2017)**

Launching in La Paz, Tarlac
17 December 2015

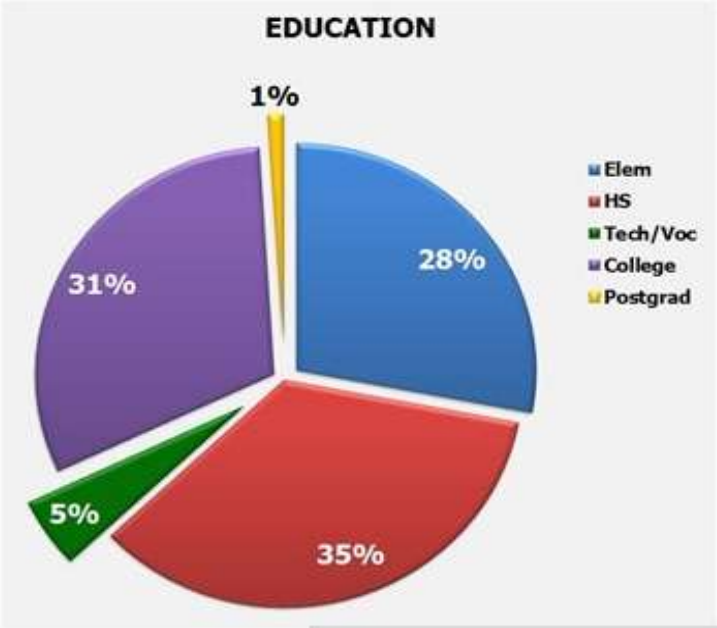
Survey: Mobile Phone Access and Use

Research Sites	Respondents	
	Research Design	Actual Surveyed
La Paz, Tarlac	54	41
Talibon, Bohol	54	54
Cauayan, Isabela	51	52
Siniloan, Laguna	51	51
TOTAL	210	198

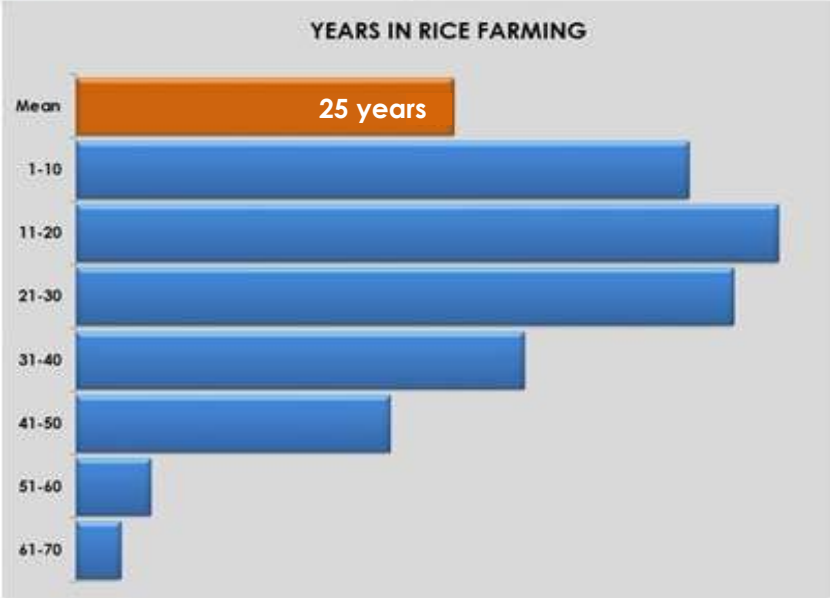


Age ranged from 22 to 88 years, with average age of 55 years

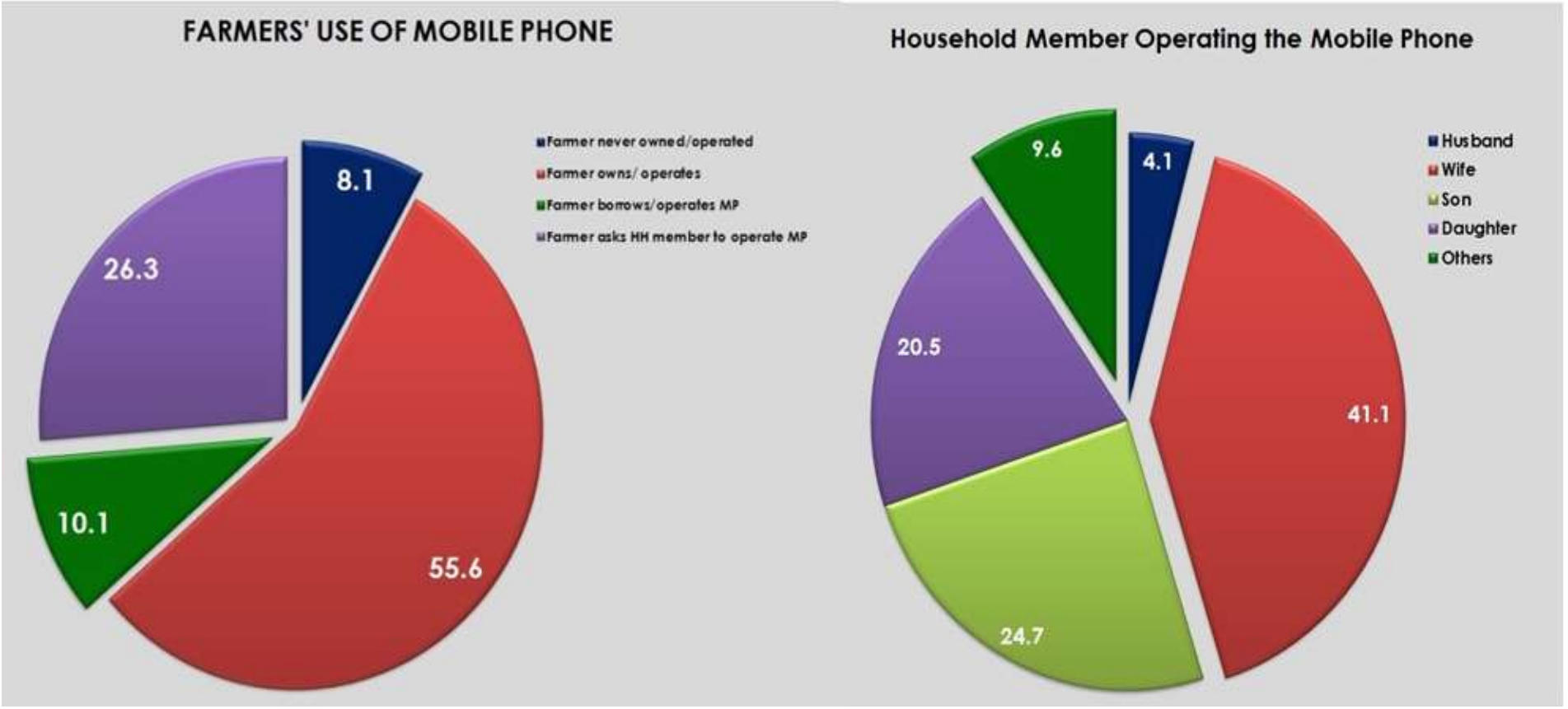
Demography


EDUCATION
1%
28%
31%
5%
35%
Elem
HS
Tech/Voc
College
Postgrad


MEMBERSHIP IN ORGANIZATION
Laguna
13
37
Tarlac
41
Isabela
14
35
Bohol
54
No
Yes

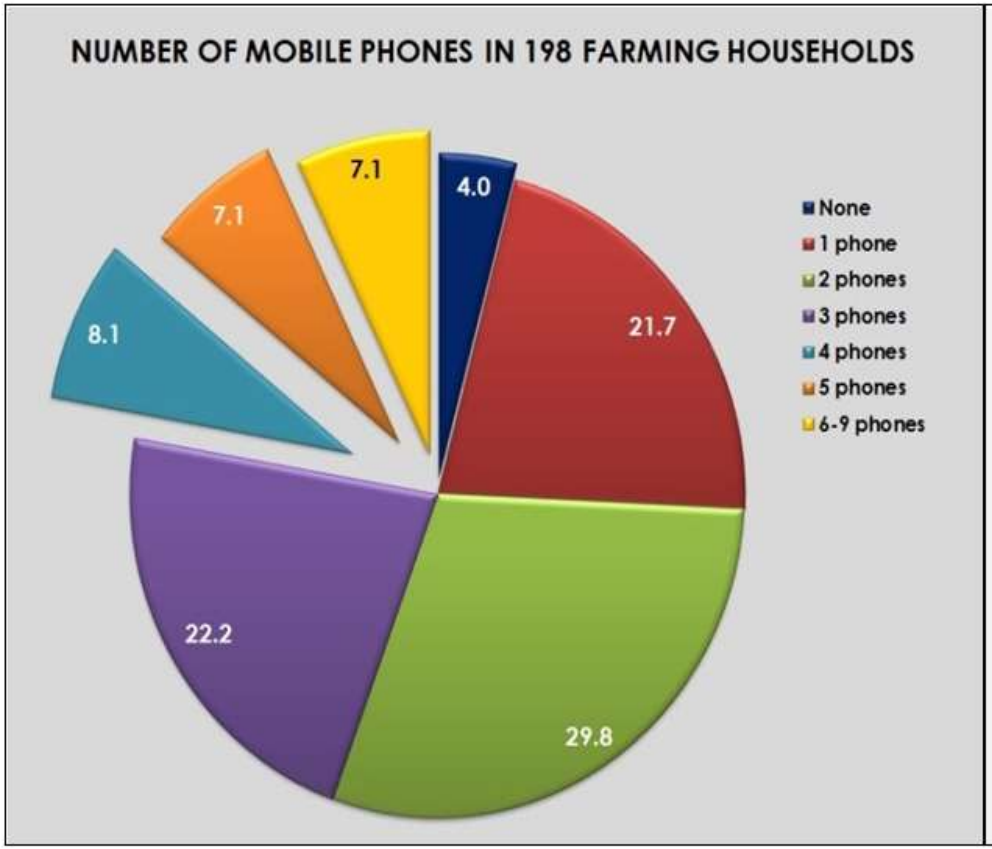

YEARS IN RICE FARMING
Mean
25 years
1-10
11-20
21-30
31-40
41-50
51-60
61-70

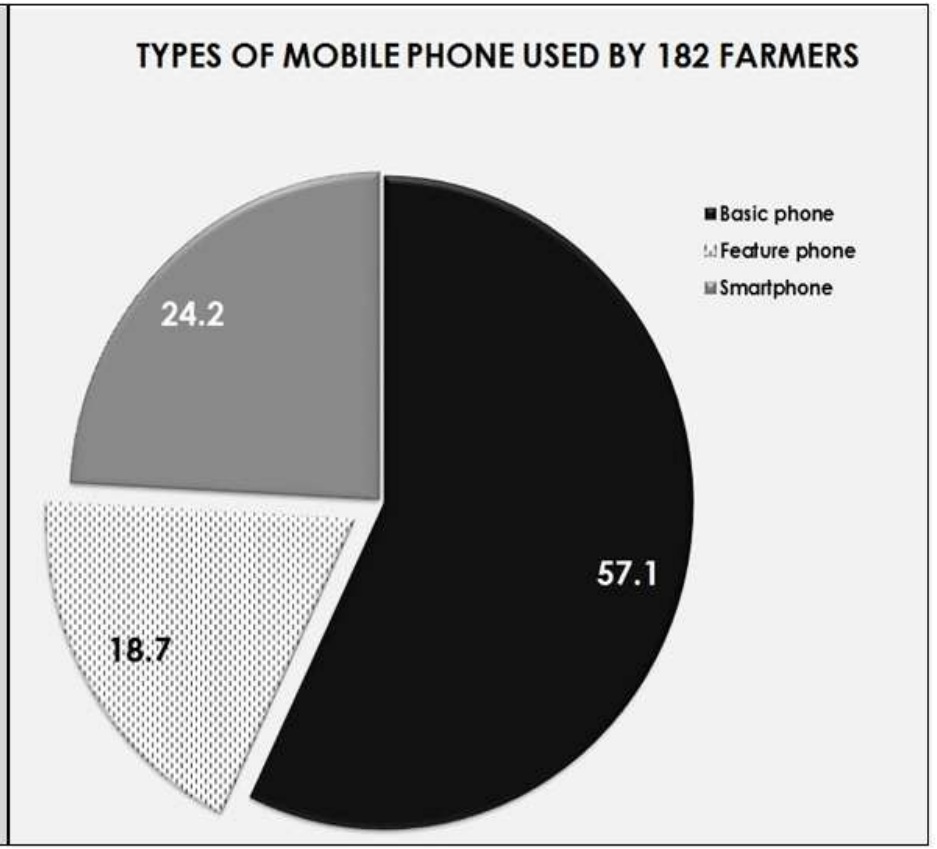
Access and Use in HH



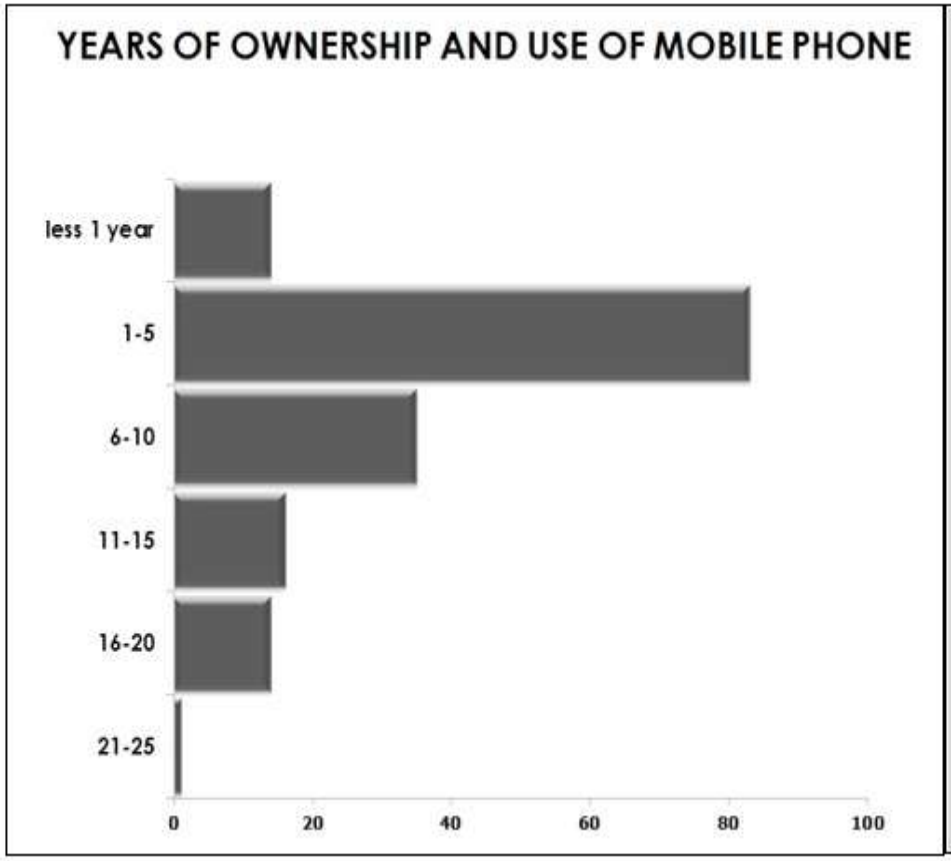
Out of 198 respondents, 182 farmers or 92% reported ownership of and having access to mobile phones

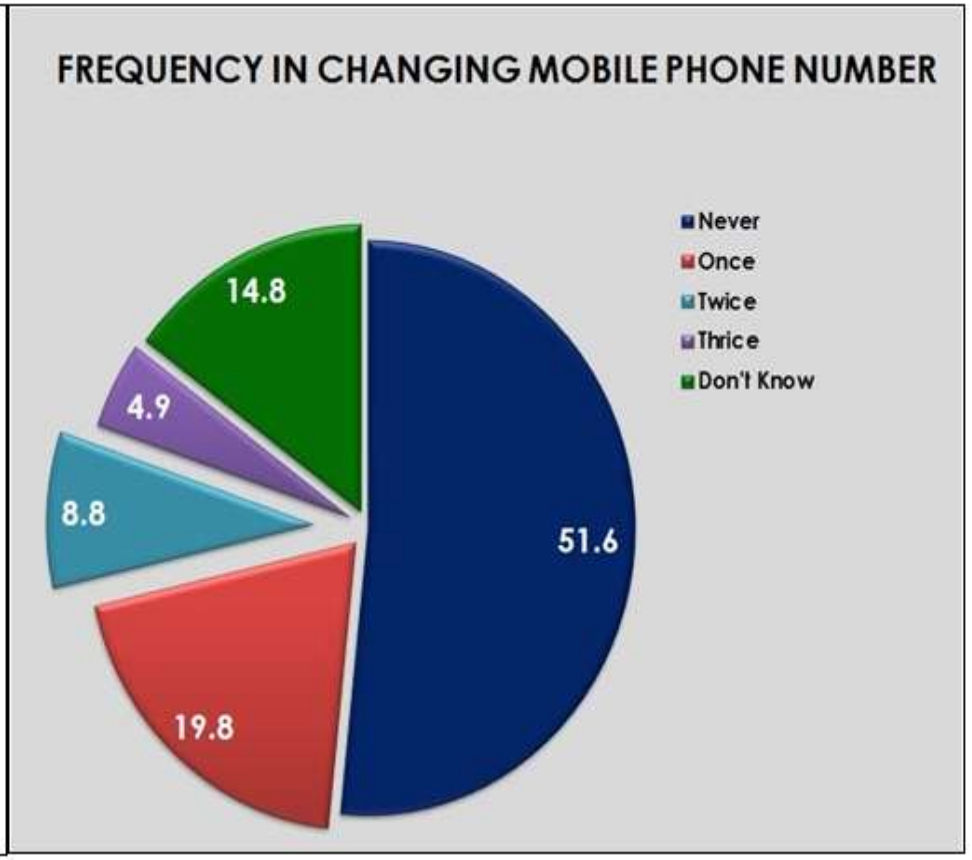
Access and Use in HH



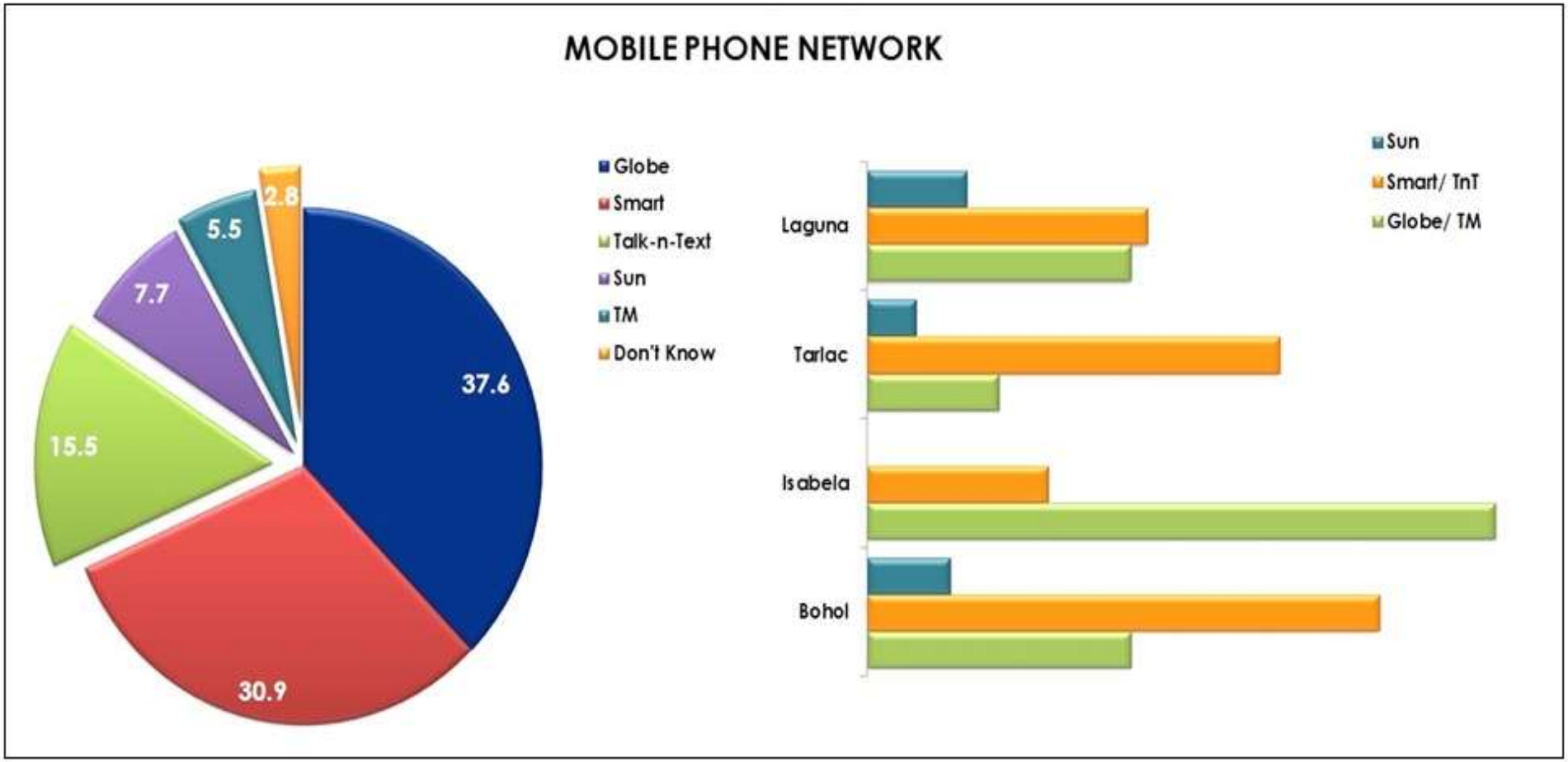


Access and Use in HH

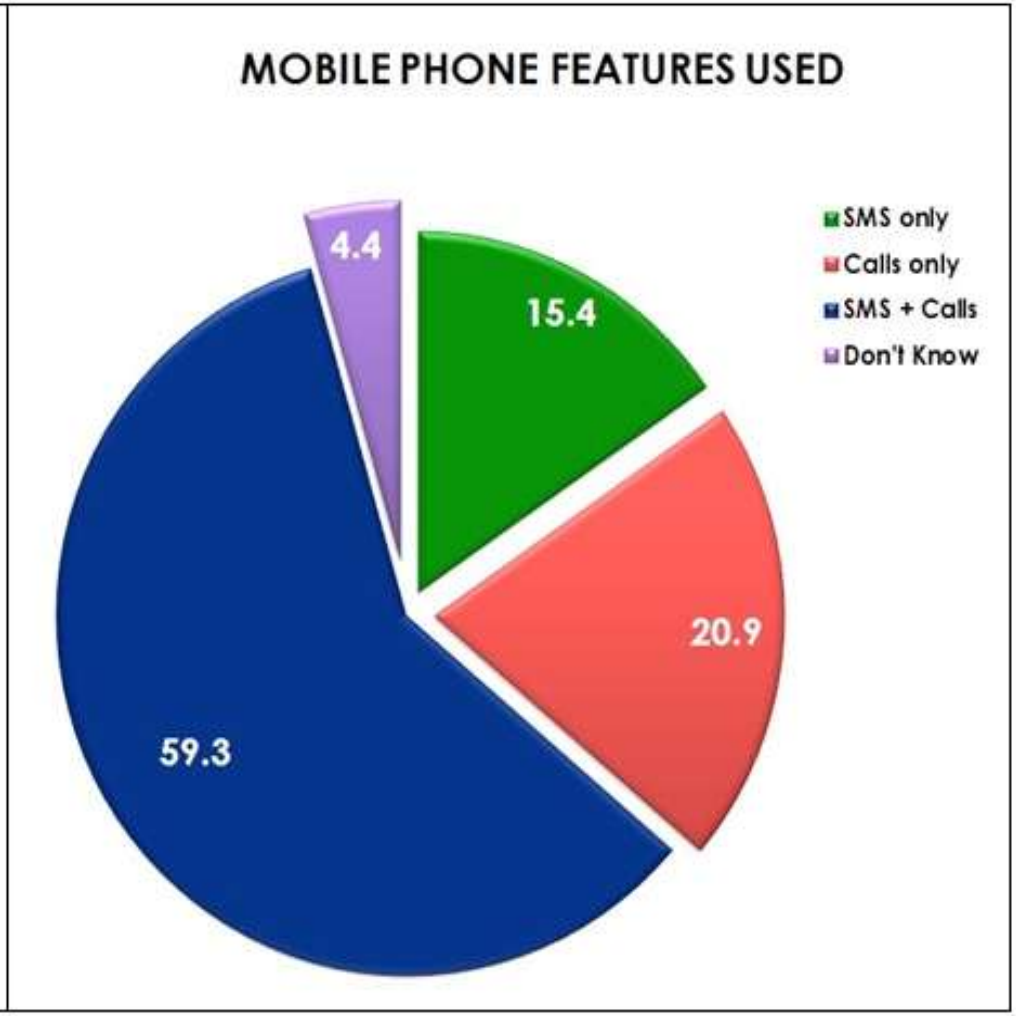




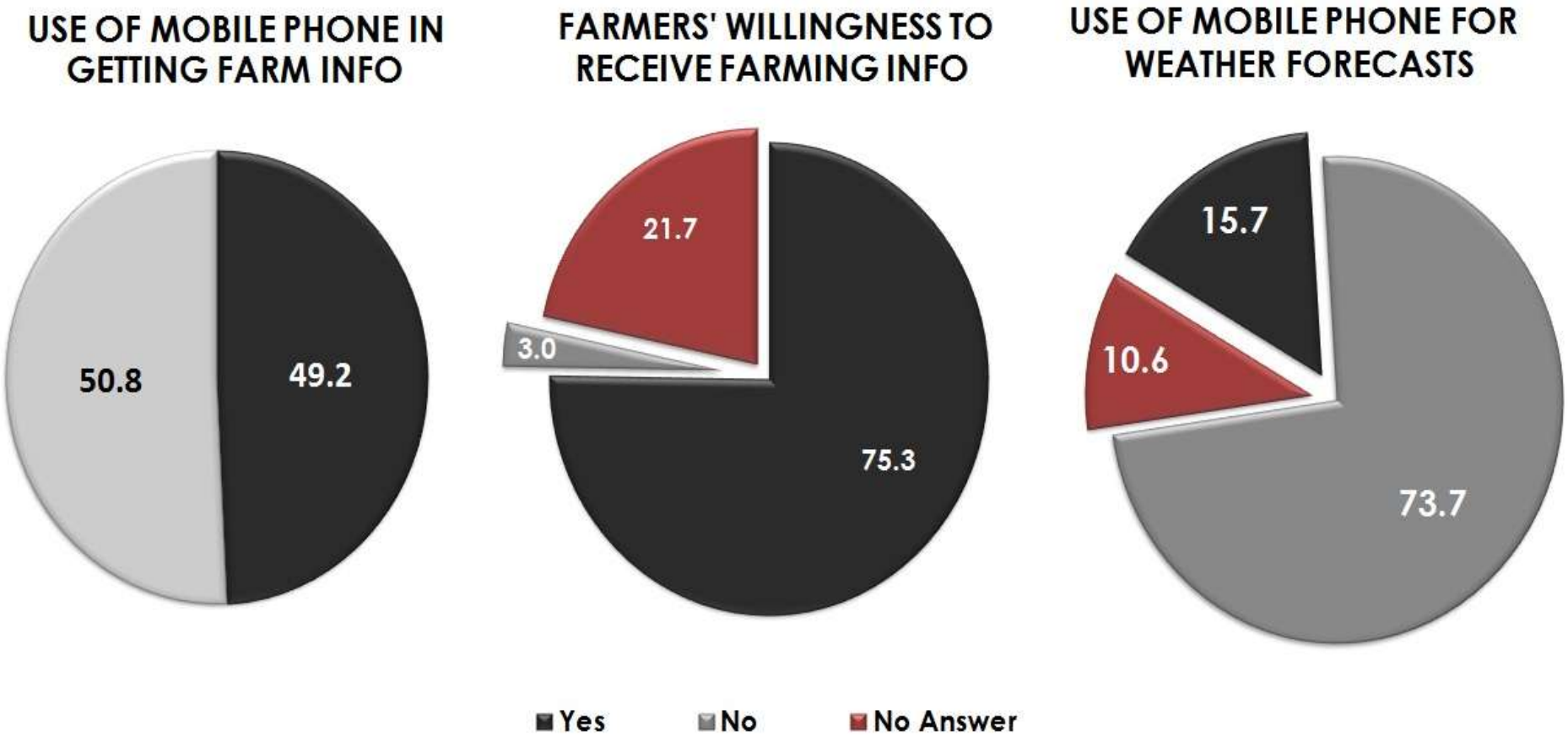
Access and Use in HH



Access and Use in HH



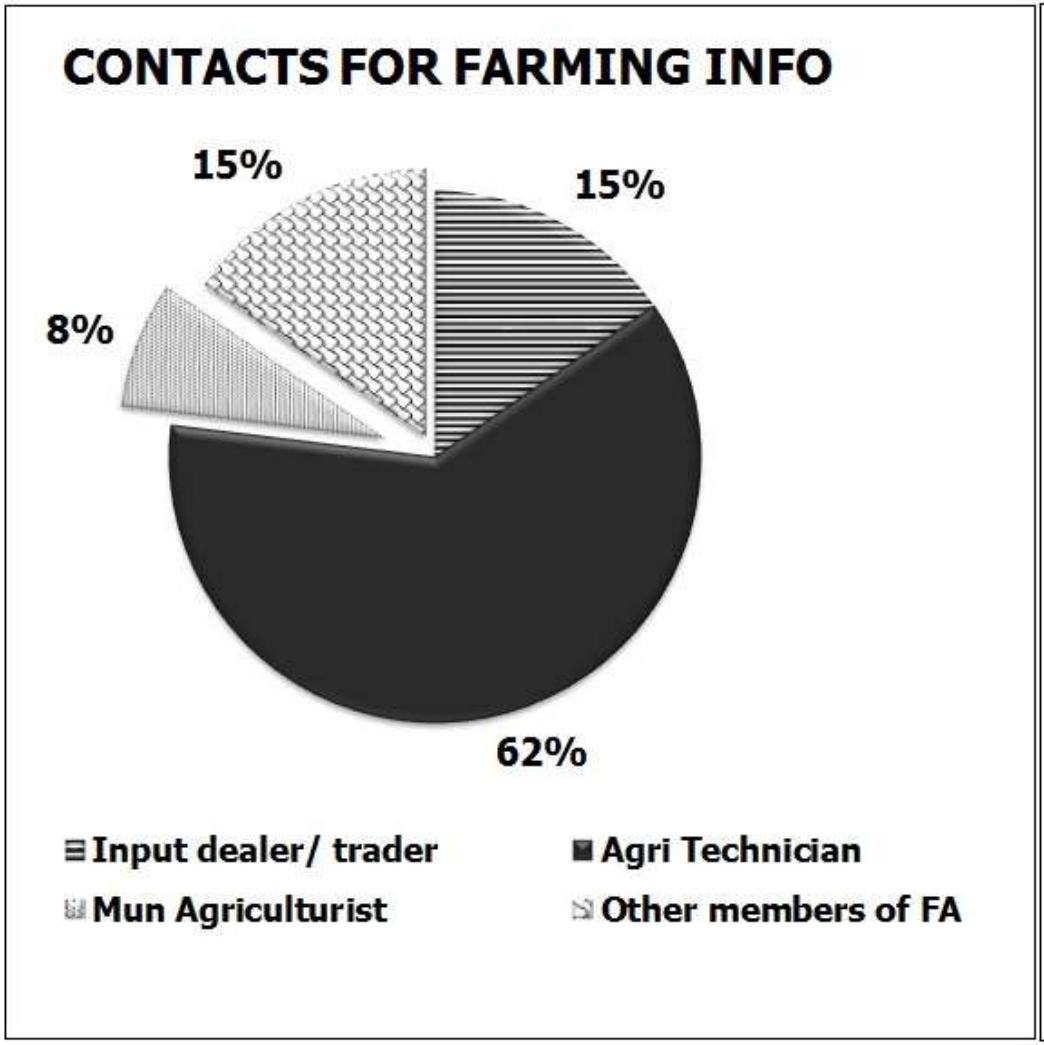
Use in Rice Farming

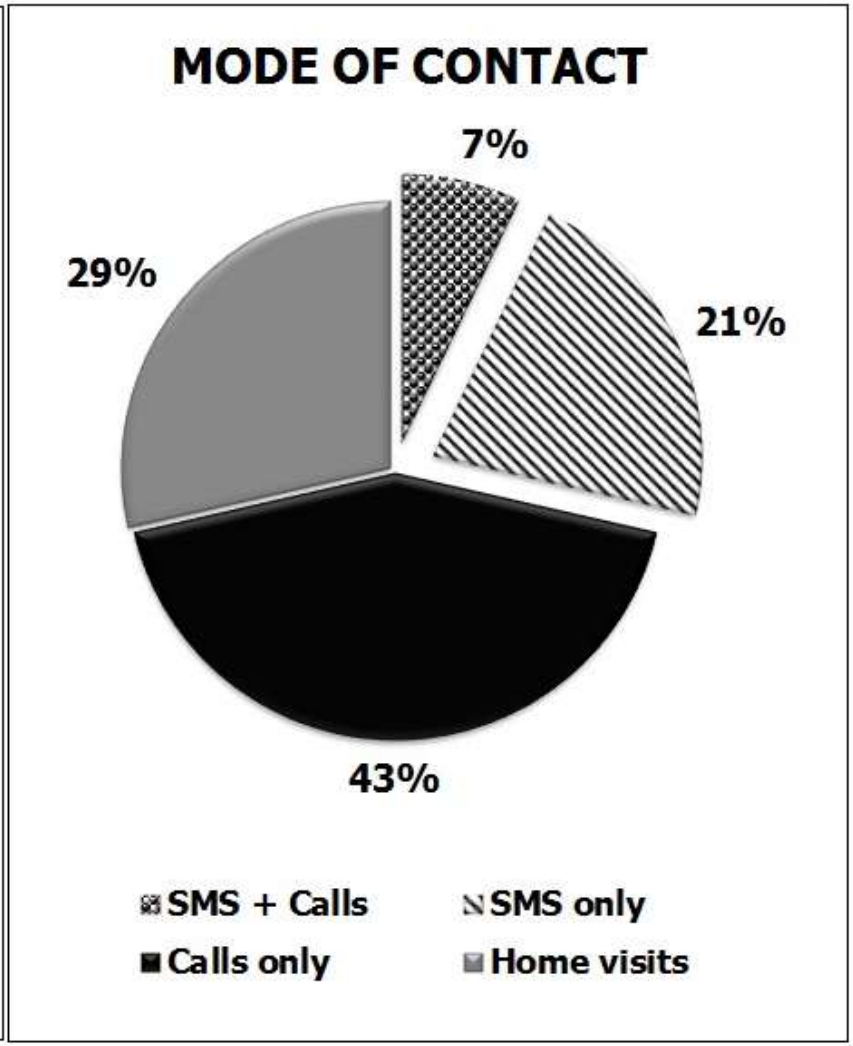


Use in Rice Farming

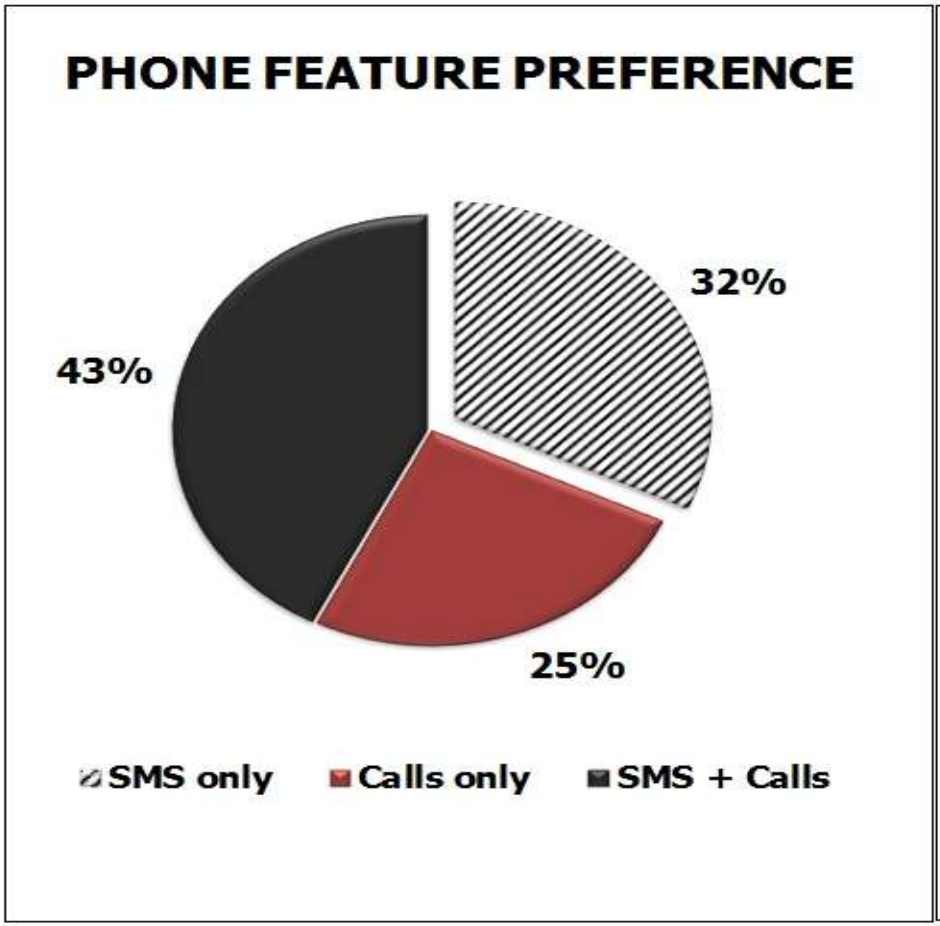
Farming Information	Rank
seed/variety selection	1
land preparation	5
water management	4
fertilizer management	2
weeds, pests	3
harvest, postharvest	6

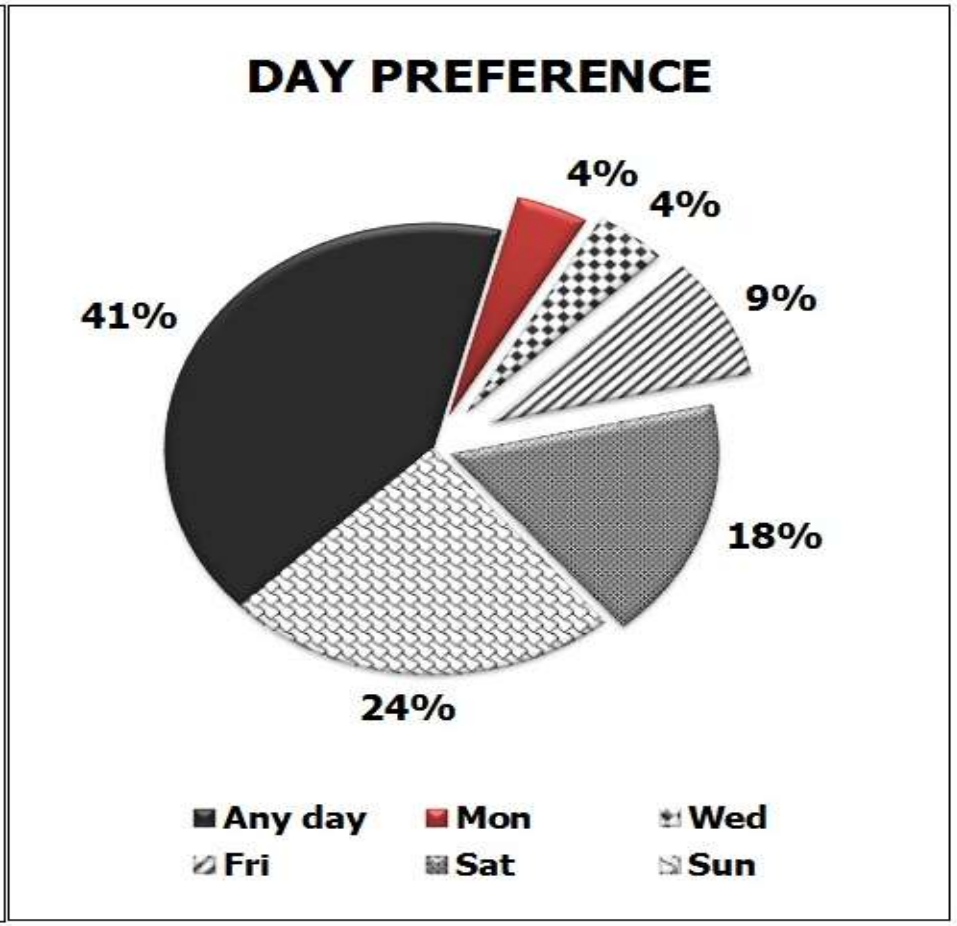
Use in Rice Farming





Use in Rice Farming





All respondents prefer to receive farming information through SMS and/or calls in the evening, after 5:00PM to 10:00PM

From the survey…..

Out of 198 farmer respondents,

- ✓ *92% own or have access to mobile phones*
- ✓ *75% are willing to receive information*

Significance

Opportunities for SMS reminders and sending of farming/ weather information

- **Frequency of sending SMS**
- **Mobile networks with strong signals**

From the survey…..

Out of 198 farmer respondents,

50% requested farming info using phones

16% requested weather updates using phones

What

seed/ variety == adaptable varieties; seed availability

fertilizer management == RCM

How

- *Enhance capabilities of info sources*

  agricultural extension worker (MAO, PAO)

  co-members of FA == FLEs, LFTs

  input dealers/ suppliers

Pakistani farmers to be given five million smartphones

By Chris Baraniuk
Technology reporter

31 August 2016 | Technology

Share

Farmers in Pakistan will receive five million smartphones, starting in October

Five million smartphones will be given to farmers in Pakistan in an effort to improve knowledge of modern farming techniques, an official has said.

The first phones would be delivered in October, said Punjab Information Technology Board chairman Dr Umar Saif.

Advice from experts would also be distributed via the devices.

"The farmers will receive free alerts about the use of pesticides for their yields," said Dr Saif, according to the Associated Press of Pakistan.

Thank You