



How to Boost Agricultural Productivity and Reach More Farmers

HTIF 005

MOBILE TELEPHONY

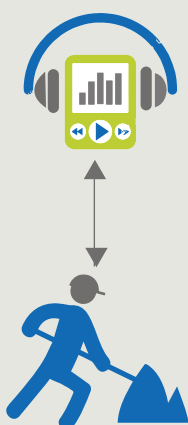
Communication through mobile phones is considered very important for enhancing farmers' access to better agricultural information. Farming communities appreciate mobile phone as a fast and convenient way to communicate and get prompt answers of respective problems. Through important technology, they can directly keep in touch with market personals and offer their produce for reasonable prices. Mobile phones can also provide instant updates on the weather forecast which is crucial for ensuring the correct timing of input application like fertiliser and pesticides. In addition to building on BIF's impactful work with radio stations, future efforts to increase farmers' access to agricultural information would benefit from targeting mobile phones as a means of communicating with farmers.

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“I am able to provide three meals for my family... my yield has increased from 20 bags to 65 bags of maize”. “Before I trekked to my farm but now because of the knowledge I gained, I am able to have a higher yield and even buy a motorcycle”
“From the radio program we also learnt that we can share our knowledge with each other, so we now have farmers forum”

– Feedback from a farmer who benefitted from a radio programme aired by FRCN with BIF support

CASE STUDY OF KSMC



Working with BIF for one quarter in 2016, KSMC developed an agricultural radio programme titled 'No'oma abikir tafir zamani'. BIF worked with the station to identify stakeholders with whom to partner for the new programme. These stakeholders were The Kaduna State Ministry of Agriculture, Novus Agro and a seed company. The programme consisted of 13 episodes and covered a wide variety of topics from pre-planting to harvesting and markets. BIF sponsored the programme, covering the cost of airtime, content sourcing and sampling of opinions as feedback. BIF also paid for the cost of the producer and provided capacity building for the presenter and reporter. The programme included two special episodes at the middle of the quarter (six weeks in) and end (final episode), which featured interactions with farmers at the radio station. Farmer interactions were aired and prizes such as improved seeds given to farmers. Feedback was collected from farmers throughout the programme.

According to KSMC, the intervention taught the station a different approach to packaging programmes. The inclusion of many segments such as news, music, market prices, phone-in sessions, live interaction with the audience, etc. were all new to the station. This new format attracted many listeners for the station.. The programme also gave the station an opportunity to interact directly with farmers as the crew visited farms to see how farmers operated.

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