Impact of Digitizing Agricultural training modules to rural farmers in Kenya

By FIDA International

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Most rural farmers are WOMEN and they own PHONES

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Introduction

- *Poor farming methods leading to poor harvests*
- *Digitization of training modules*
- *Farmers in rural Kenya, 17 farmer groups, 204 farmers*

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2

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18:22
VIKARA

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VIKARA
"Learning farming together"
© FIDA
Animal Production
Crop Production
Resource Mobilization
Climate Change
Leadership

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Collaborations/partnerships

Technology solution provider in Kenya.

Learn Agribusiness with free online courses

Connecting buyers and farmers (market)

1 17 farmer groups trained on access of digital information from mobile app

2 Farmers proud of market information

Challenges and modifications during implementation

- **Inadequate Digital skills**
- **Unreliable Network & Internet access.**

- Basic IT & Smart telephony training to lead farmers
- Mobile application with online and offline capabilities
- Interoperability -Mobile app runs on multiple smart devices
- .Integration –Basic SMS as a lastmile platform

Digitization training material are not only beneficial to the farmers but also to the lead trainers in our organization and thus this could be encouraged for scaleup.

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Principles for Digital Development

Design with the user *–Understanding farmers as well as their requirements towards training. Assessing their ability to use digital equipment*

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Feasibility for scaling

1. *"Discussions within scaling from Agriculture to Health and Education thematic areas"*

2. *"Discussions within scaling to other program locations in Kenya"*

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