



Practical Case Study in Uganda: ICT used in the Agricultural Sector

Taking advantage of the opportunities and the
current trends in ICT advances

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Format of Presentation

- Purpose of the L3F Project
- L3F Addressing the Following Problems in Agriculture
- The Project Community – Value Chain Model
- The Model: The Business Case
- ICT Tools Applied and Tested
- Achievements of L3F
- The Impact : On Agricultural Development
- The Lessons
- The Opportunities



Purpose of the L3F Project

Is to achieve the following:

1. Socially and financially sustainable self-directed lifelong learning systems for farmers in South Western Uganda.
2. Vibrant Agricultural Research & Development.
3. Improved communication with rural farming communities
4. Rural communities defining their own needs using ICT

L3F Addressing the Following Problems in Agriculture

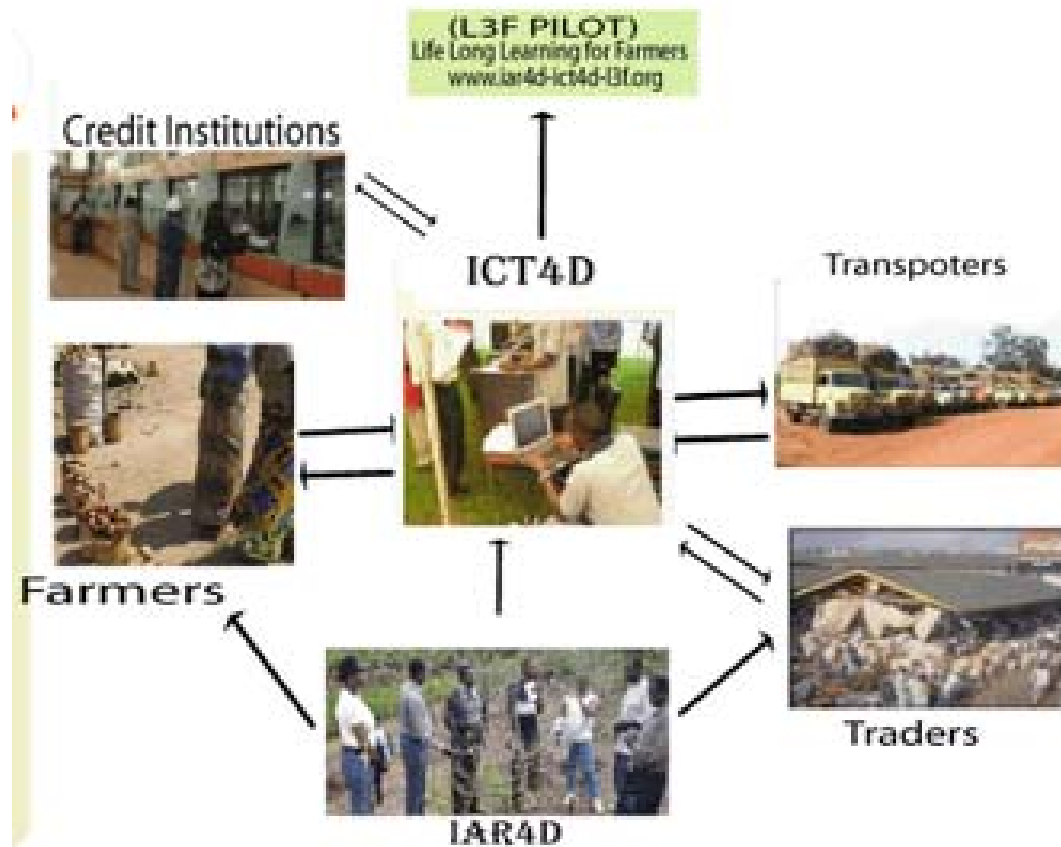
1. Inadequate delivery of relevant and timely knowledge to farmers.
2. Agricultural Graduates not prepared to handle agricultural development challenges
3. Sectoral / linear approach to service delivery
4. Conventional approach to curriculum development
5. The low ratio of extension worker to farmers (1:10,000)
6. Teacher centered approach to knowledge transfer
7. Loose linkages and low levels of interaction between multi-stakeholders

The Project Community – Value Chain Model

Linkage between research institutions, policy organizations, producers, transporters, financial institutions, telecommunication companies, traders & donors

- **Kabale Community** (South Western Uganda) – *Produce Potatoes and Honey*
 - Bufundi Potato Innovation Platform(400)
 - Batwa honey value chain(100)
- **Traders Association** (Kampala Potato Traders Group)
- **Gashumba Transporters**
- **Open Distance Learning Network**
- **WARID Telecommunications** Company
- **Equity Bank – Credit Institution**
- **Research institutions** (Makerere University, National Agricultural Research Organization, RUFORUM)
- **Policy Institutions** - Kabale Local government
- Sub Saharan Africa Challenge Program
- The Commonwealth of Learning (COL)

The Model: The Business Case

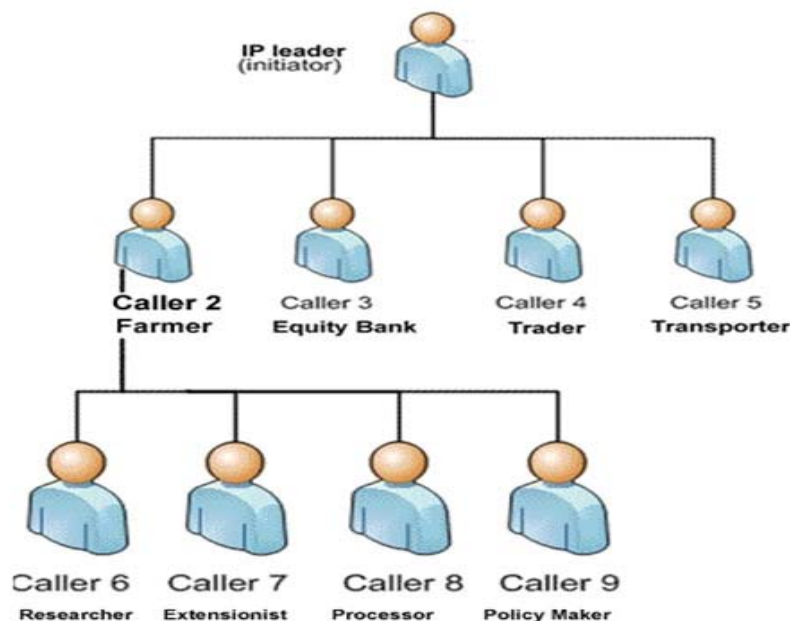


ICT Tools Applied and Tested

- **Short Message Services**
- **Interactive Voice Response**
- **Radio Programs**
- **Closed User Groups** - *among a collection of pre-defined IP network users: Provides pre-paid call group communication*
- **Blogs for sharing content**
(<http://www.odln-sucapri.blogspot.com/>)

Achievements (I)

- Established a multi-stakeholder Closed User Group (>130):
 - **Business Value for Telecommunications Partner**
 - **Improved Communication for farmers**



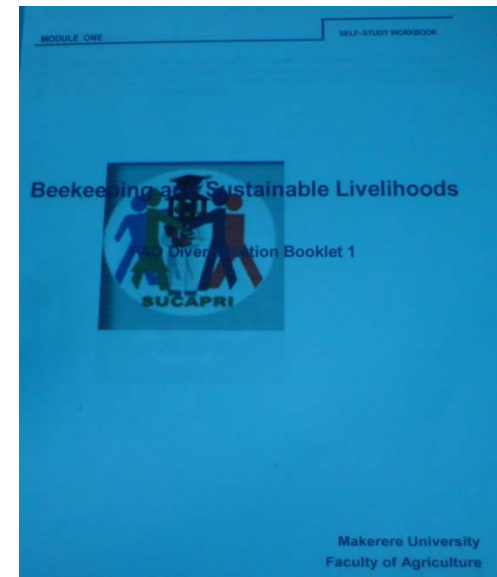
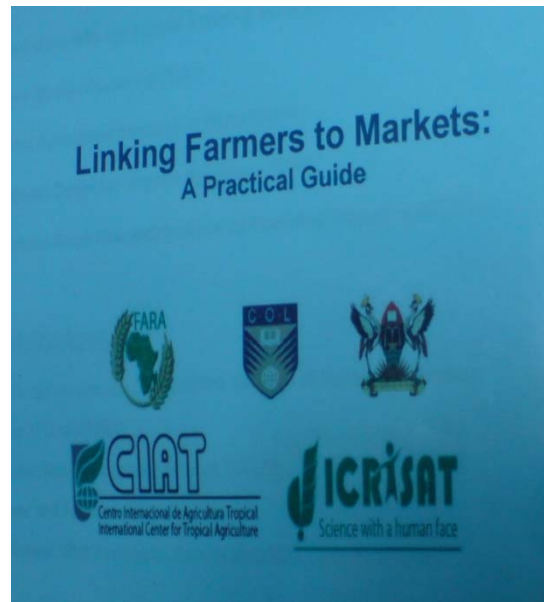
A farmer representative testing the use of a conference call during the launch of the L3F project in South Western Uganda



Achievements (II)

- Developed practical Agricultural Education Resources materials (IAR4D, Systems thinking, Apiary, etc) – **Increasing Access to knowledge**

<http://www.odln-sucapri.blogspot.com/>





Achievements (III)

- Farmers linked to Traders

Win-Win situation for farmers and traders



Achievements (IV)

- **Business Opportunities** Facilitated for: the Kampala Potato Traders Group; Gashumba Transporters; WARID Telecommunications Company; Equity Bank – Credit Institution
- **Knowledge generated** to improve the body of existing knowledge : Research institutions (Makerere University, National Agricultural Research Organization, RUFORUM)
- Addressing employment and poverty issues and **linking to Policy Issues**: Policy Institutions (Kabale Local government)
- **Value for Investments**: Sub Saharan Africa Challenge Program; The Commonwealth of Learning (COL)
- True **Contribution to Developmental Challenges** in

The Impact : On Agricultural Development

- Strengthening National Agricultural Research Systems – specifically **Agricultural Extension Services: Information and Knowledge Management**
- Facilitating improved **communication processes** for a community and within the value chain
- Supporting a **vibrant network of communities** of practice
- **Improving Livelihoods** – for farmers, traders, transport groups

The Lessons

- A win-win situation for the value chain actors is critical
- SMS Gateways: Need the buy in of policy makers
- Small case studies are the best way to show case what is possible before large scale roll out
- Go with the technologies that are already being used – mobile phones, radio, etc

The Opportunities

- **Developing business case models for applying ICT tools in Agriculture:** Business Models in Agriculture are weak.
- **Self Directed learning for farmers:** Working with communities to develop life long learning content to address challenges defined by the communities.
- **Improved ICT connectivity and infrastructure:** Voice & Video Content shared via mobile phones.
- **Project Related:** Community Radio using Linux; Voice Messages in the local dialects; Publishing L3F Content



THANK YOU

Acknowledgements

1. Common Wealth of Learning (COL)
2. Makerere University
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5. Sub-Saharan Africa Challenge Program
6. Open Distance Learning Network