“Is modern ICT the answer to extension?”

Asha Kanwar
K. Balasubramanian
Commonwealth of Learning (COL)
COL Vision

Access to Learning is the Key to Development

Created by the Heads of Commonwealth at CHOGM

Intergovernmental Organization of 54 Commonwealth Countries.
COL-ICRISAT Collaboration: 2002-2012

- Virtual Academy for SAT- bringing Ag education, ICT4D and ODL together
- COL support to ICRISAT for feasibility study for VASAT: 2002
- 2003-2007- COL mentioned as partner in ICRISAT Mid Term Plans; four joint workshops
- ICRISAT has been a participant in the Pan Commonwealth Forums (PCF)-2002, 2006, 2008 and 2010
- LIVES+ hosted by ICRISAT
COL Presidents and ICRISAT

Prof Raj Dhanarajan
Chair of Agrocuri Project, 2006-08

Sir John Daniel
visited ICRISAT, i2006
COL experts and deputed specialists worked with ICRISAT for repository of reusable learning objects, 2004-5

Content prepared by rural women in Telugu language adapting the RLO’s
Two-way video-conferencing supported by expert center at ICRISAT COL supported the founding of the ICT hub in 2003
Ongoing collaboration on LIVES+ project
Dr V Balaji
Issues in Agricultural Extension

- Declining investment by governments & stakeholders.
- Extension officer-Farmers ratio
  - Uganda 1:25000 | India 1:2000
- Growing challenges due to globalization
- Lack of involvement of farmers & forward linkage stakeholders
- Absence of a holistic perspective
Number of People to Reach...

- More than 500 million families in Commonwealth
Conventional Didactic Mode of Extension
Inadequate
ICT can play a role

- Mobile telephones
- Community radios
- TV
- Internet
But its not just about ICT

- Connectivity
- Content
- Culture
- economic and financial viability
the belief that there is a technological silver bullet that can “solve” illiteracy, ill health or economic failure reflects scant understanding of real poverty.

(HDR UNDP, 2011:iii)
ICT4D

ICTs...have the potential to increase equality or to reduce them, depending on the social, political and economic contexts within which they are introduced

(Unwin 2009:7)
Paradigm Shift in Agricultural Extension

- Strengthen and promote self-directed learning among rural communities
- From model of trainer-trainee to facilitating self-directed learning
Elements of Paradigm Shift

- Which will examine this in the context of the Commonwealth of Learning’s work in Lifelong Learning for Farming.
ICT can

- Strengthen self-directed learning
- Enhance horizontal transfer of knowledge & knowledge management
- Strengthen forward-backward linkages
- Convert generic information into local knowledge
COL’s Lifelong Learning for Farmers (L3F):

- facilitates a process and system of “Life Long Learning” leading to knowledge empowerment,
- facilitates the translation of such knowledge empowerment into livelihoods security.
- utilizes ICT to facilitate the process.
L3F

Credit

Cognitive Social Capital

ICTs

Knowledge Institutions

Market

When there is sorrow, why bother!

Equity Bank: The Listening, Caring Financial Partner

Surviving milk catering to the needs of all segments
L3F: basic elements

- a facilitation process and not a training programme
- takes place in the context of cognitive social capital
- community a partner in Knowledge Management.
ICT in L3F: mobile phones

Talking tool

Information Tool

Entertainment Tool

Learning Tool
Mobile Phones Relevant to Formal Education but more so to Non-Formal Education
In Non-Formal Education, ICT & ODL can help

- to reach the unreached
- Accelerate progress towards achieving MDGs & EFA Goals

provided !!!!!!
Social Shaping of Technology

participating communities facilitated to *domesticate* ICT
Domestication of Technology

- appropriation;
- objectification;
- incorporation;
- conversion.

COL’s *Lifelong Learning for Farmers* (L3F)

- Deliberate strategies to ‘domesticate’ ICT
- ICT placed in the context of social capital, financial capital and enterprise management
- Mobile Phone based Learning reaching 50,000 people mostly women every day
Horizontal Learning
World Bank on L3F

- The use of ICTs such as mobile phones for learning influenced development outcomes because the learning experience was tailored to women’s cognitive social capital and reinforced by links with commercial banks.

ICT for Agriculture Source Book, World Bank, 2011
L3F participant in Kenya uses Mobile Phones for Learning
L3F participants in Kenya opened bank accounts after going through financial literacy course.
Mobile Phone Technology Improves Farmers’ Fortunes in Uganda

Because L3F Uganda adapts its educational tools to fit farmers’ lifestyles and technological capacities, rather than imposing costly or time-intensive educational programs on farmers, the project can make real advances in empowering farmers and improving their livelihoods.

Makerere University’s Initiative in collaboration with COL in promoting Lifelong Learning through ODL using mobile phones and blended learning in Kabale district.
Batwa Community Inside the Forests of Uganda
Batwa Community

- Inside the forests of Uganda learnt through mobiles in their dialect and enhanced the production and productivity of honey
## Evaluation Study in Kenya & Uganda Sample

<table>
<thead>
<tr>
<th></th>
<th>L3F Participants</th>
<th>Members of various Groups but not in L3F</th>
<th>Neither in Groups nor in L3F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>22.4</td>
<td>38.6</td>
<td>26.4</td>
</tr>
<tr>
<td>Female</td>
<td>77.6</td>
<td>61.4</td>
<td>73.6</td>
</tr>
<tr>
<td>N</td>
<td>279</td>
<td>277</td>
<td>273</td>
</tr>
</tbody>
</table>
### Evaluation Study in Kenya & Uganda
#### ICT in the Households %

<table>
<thead>
<tr>
<th></th>
<th>L3f Participants</th>
<th>Members of various Groups but not in L3F</th>
<th>Neither in Groups nor in L3F</th>
</tr>
</thead>
<tbody>
<tr>
<td>With Radios</td>
<td>90.3</td>
<td>74.4</td>
<td>67.0</td>
</tr>
<tr>
<td>With Televisions</td>
<td>20.4</td>
<td>11.9</td>
<td>9.5</td>
</tr>
<tr>
<td>With Mobile Phones</td>
<td>85.3</td>
<td>75.1</td>
<td>59.7</td>
</tr>
<tr>
<td>N</td>
<td>279</td>
<td>277</td>
<td>273</td>
</tr>
</tbody>
</table>
My knowledge in agriculture and livestock activities has increased in the last two years (%)

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<th>Neither in Groups nor in L3F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>96.4</td>
<td>67.5</td>
<td>34.8</td>
</tr>
<tr>
<td>Do not agree</td>
<td>3.6</td>
<td>32.1</td>
<td>60.8</td>
</tr>
<tr>
<td>Not Applicable</td>
<td>0</td>
<td>0.4</td>
<td>4.4</td>
</tr>
<tr>
<td>n</td>
<td>279</td>
<td>277</td>
<td>273</td>
</tr>
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Enhanced ability to negotiate in the Market increased(%)  

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</thead>
<tbody>
<tr>
<td>Agree</td>
<td>94.6</td>
<td>59.9</td>
<td>40.3</td>
</tr>
<tr>
<td>Do not agree</td>
<td>5.0</td>
<td>38.9</td>
<td>55.8</td>
</tr>
<tr>
<td>No Response</td>
<td>0.4</td>
<td>1.1</td>
<td>8.1</td>
</tr>
<tr>
<td><strong>n</strong></td>
<td><strong>279</strong></td>
<td><strong>277</strong></td>
<td><strong>273</strong></td>
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Total Family Income Increased in the Last Two Years ( %)

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<th>Neither in Groups nor in L3F</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td>86.7</td>
<td>35.4</td>
<td>20.1</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td>8.6</td>
<td>18.1</td>
<td>18.3</td>
</tr>
<tr>
<td><strong>Do Not Know</strong></td>
<td>4.7</td>
<td>46.6</td>
<td>61.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>279</td>
<td>277</td>
<td>273</td>
</tr>
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Chi-square = 281.668  
Degrees of freedom = 4  
5% significance = .000  
Pearson’s R = .482
## Household taking at least two meals a day (%)

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<th>Neither in Groups nor in L3F</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td>87.8</td>
<td>45.8</td>
<td>28.9</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td>4.3</td>
<td>13.4</td>
<td>17.6</td>
</tr>
<tr>
<td><strong>No Answer</strong></td>
<td>7.9</td>
<td>40.8</td>
<td>53.5</td>
</tr>
<tr>
<td><strong>n</strong></td>
<td>279</td>
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L3F & Paradigm Shift

Social Capital

ICT

Farming Community

Finance & Market

ICT

Human Capital-Extension

ICT
Is ICT the answer to extension?

- ICT alone cannot be the answer
- Paradigm shift is required in the concept & practice of extension and only then ICT can add value
Thank you
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