

A video in the hand is worth more

IMPACT
STUDY

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Volunteers show a video with mass appeal

In 2012, CIMMYT asked Agro-Insight to make a video on two small tillage machines that conserve soil, water and labour. The video tried to interest farmers, not to teach them how to use the tools.

CIMMYT contracted AAS, an NGO, to show the video in 482 communities in Bangladesh. 112,000 people attended the large, open air screenings. AAS also gave 1439 DVDs to over 530 community volunteers who agreed to show the video again.



Watching learning video in tea stall

Who showed it?

A phone survey of 227 volunteers found that 58% screened the video in their office or shop, 27% showed it in their village, and 18% showed it to family and friends at home. About 7% gave the DVD to others to show.

Each occupational group screened the video in its own way. Tea stall owners showed the video every evening for several nights, because their customers wanted to see it. Shopkeepers, input or machine dealers, and custom tillage operators were less inclined to show the video, because they were busy and often not equipped to show DVDs. Only some extension agents showed the video. The USIS (entrepreneurs embedded in local government) did show the video, because they had a sense of community service and the equipment to play DVDs. Cable TV operators also showed the video. NGOs showed the video, but in the future they could help distribute DVDs to CBOs (community-based organisations). Some of the CBOs watched the video many times to study the machinery and to share the information with others.

Summary results by type of volunteer video host

	Machine dealers	Tea stalls	Village shops	Agro dealers	Power tiller operators	Cable TV	Govt. Ext. agents	UISC	NGOs	CBOs
<i>No. surveyed</i>	3	29	4	9	9	6	7	19	7	12
<i>Showed the video</i>	1	27	3	8	8	All 6	4	16	4	9
<i>Mean no. of screenings</i>	15	9	5	3	4	6	3	3	13	7
<i>Mean audience size</i>	100	50	100	75	65	?	250	140	130	180
<i>Women in audience</i>	None	Few	5	Some	14	Half?	85	20	80	50

Conclusions

Some types of people are better at distributing DVDs, and others at screening. A good distribution strategy is needed for real impact. When farmers have a DVD in their hands they watch the videos more than once, to study the content. But before buying the equipment, they want to see how the machine-planted maize and wheat grows in the field.

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Bentley, Jeffery, Paul Van Mele, & Harun-ar-Rashid 2013 The Story of a video on mechanical seeders in Bangladesh "If we are convinced, we will buy it" MEAS Case Study # 6.

Harun-ar-Rashid 2014 Scaling up the video Save More, Grow More, Earn More and selected videos under CSISA-MI project. Report for Cimmyt.



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Summary &
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