

Videos in northern Uganda

IMPACT
STUDY

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Translating videos into the local language

In 2015, Mercy Corps (an NGO) approached Access Agriculture to translate 34 videos hosted on its website (www.accessagriculture.org) into Luo to support their market-oriented development projects in northern Uganda. The videos were compiled onto 5 DVDS.

A private agricultural commodity company, GADC (Gulu Agricultural Development Company), uses the videos to promote small-scale, commercial chilli growing and as of February, 2016 had reached over 7,000 farmers. GADC takes projector equipment to communities in the evenings and shows videos on chilli and sesame growing, and answers farmers' questions.



A private company screens farmer learning videos in the evenings to help farmers try new crops

People who got the videos, used them

Most of the NGOs and government agencies that got the DVDs from Mercy Corps did show the videos. Agricultural input dealers showed the videos to farmers (sometimes even renting video halls) and used the occasion to promote the sale of maize and sesame seed. The farmer groups that received DVDs were able to watch the videos frequently, to study the information. The various public and private sector actors (including GADC) reached at least 10,000 farmers, although they received no financial support to screen the videos.

Many northern Ugandan farmers watch Hollywood and Nigerian movies on their inexpensive, ordinary cell phones. Small solar panels are common and people are able to keep their phones charged. During the study, GADC began copying the videos onto farmer's cell phone memory cards, so smallholders could watch the videos as often as they wanted, at home.

Conclusions

Various organisations worked as a network to use the videos. An NGO funded the translation, printing and some distribution of the DVDs. A private company shows the videos to thousands of farmers. Smaller organizations often reached several hundreds of people.

GADC combines videos with other activities, like buying chilli in public from early adopters, so the onlookers see the money going bill by bill into their neighbour's hand. The company offers a good price for the chilli. In 2016 the company gave free seed to 4,800 farmers. It was a dry year and many farmers were able to harvest chilli and sell it when their other crops had failed. Distributing seed and buying the harvest encourage farmers to try the new crop, chilli, but GADC is convinced that the videos share crucial skills with farmers and give them confidence to try growing chilli. GADC now has a team to show the videos in a different village every evening.

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Bentley, Jeffery, 2016. The Luo translations: farmer learning videos in northern Uganda. [Read the report.](#)



Summary &
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