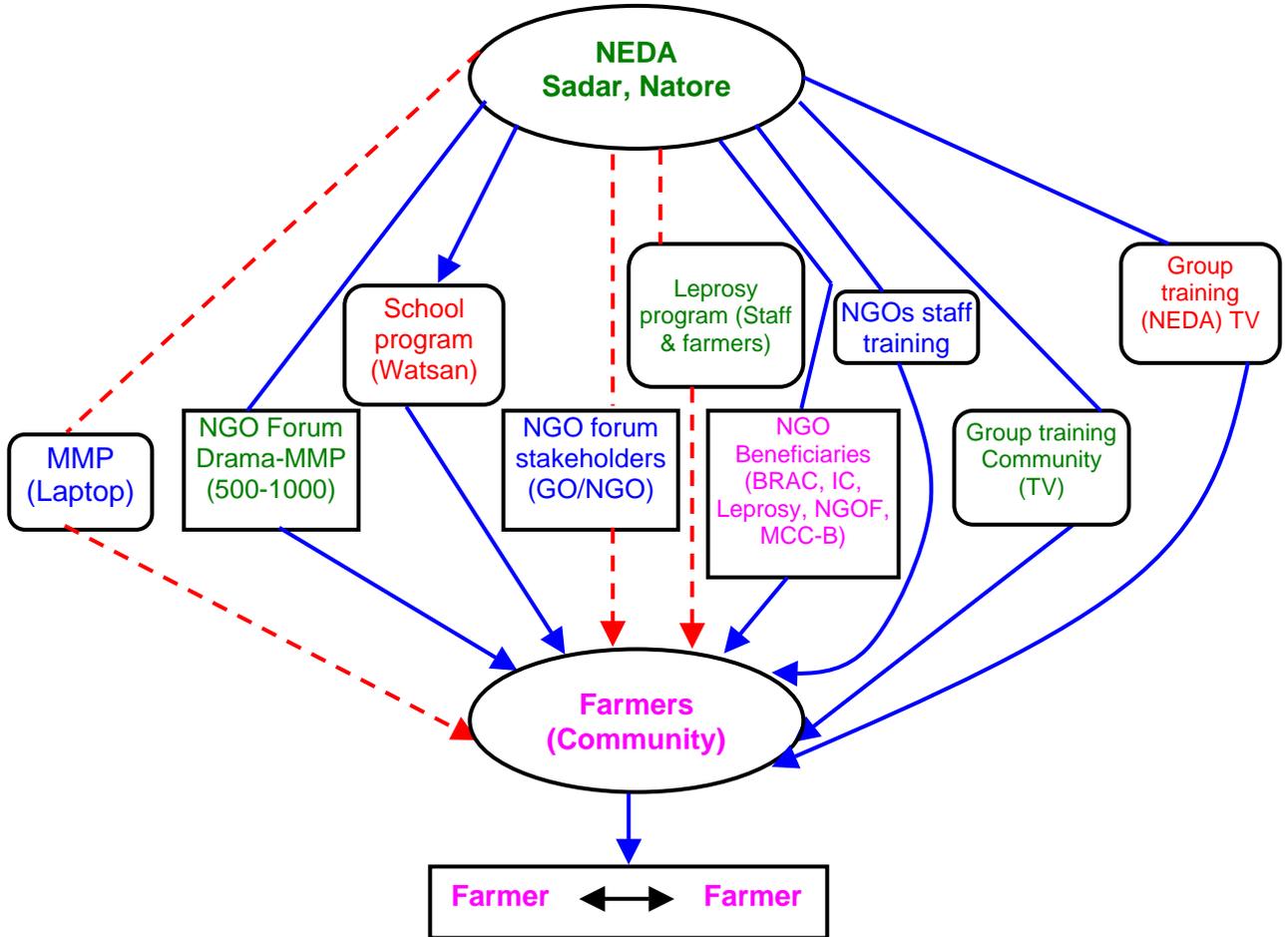


Good Seed Initiative (GSI) in South Asia

Uptake Pathway Research Report: Uptake Pathways for dissemination of rice post harvest practices

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Introduction

It is well accepted that “seed” is the single most important input in any plant-based agricultural production system. Seed quality determines the upper limits of crop yield potential and therefore the productivity of all other inputs is constrained by the viability of the seed ingredient. Accordingly, improved seed can frequently make a substantial, incremental contribution to overall agricultural productivity; doing so at relatively little incremental cost.

Information and communication technology (ICT) offers powerful new ways to capture, document, distribute and disseminate up to date extension messages. However, simply documenting the knowledge has no value unless it is readily accessible to the end users.

Extension service providers and farmers are looking for an improved knowledge source nearby that will allow them to learn and make changes in their practices. However, the challenge is to develop uptake pathways that ensure that this materials is accessible and used by the end users i.e farmers including female farmers from resource poor farm families (RPFFs). A process has been established for developing up to date information on sustainable seed technology under the Good Seed Initiative (GSI) in collaboration with CABI, UK with funding support from Swiss Development Cooperation (SDC) in Bangladesh from 2005. Since 1 July 2006, AAS has been conducting research on uptake pathway for video CD on rice post harvest practices with three types of service providers (Educational institutions, NGOs and Cable operators) in Natore and Sirajganj districts.

Purpose

To develop appropriate uptake pathways with selected service providers to disseminate the content of video CDs on rice post harvest practices among the farmers at community in Natore and Sirajganj districts.

Methodology

I. Research sites and service providers

The participatory research on uptake pathway for dissemination of video CD content on rice post harvest practices was conducted with 12 service providers in four upazilas of Natore and Sirajganj districts. Out of 4 upazilas, 3 upazilas were from Natore district (Boraigram, Gurudaspur and Natore sadar) and 1 from Sirajganj district (Tarash). The research sites and the selected service providers are provided the following Table 1:

Table.1: Research sites and selected service providers

District	Upazila	Service providers
Natore	Boraigram	Sky vision cable operator Two star cable operator Shetu cable operator Karbala Gram Unnayan Kendro (KGUK) Jagorani Samaj Unnayan Sangstha (JSUS) Ramagari High School
	Gurudaspur	Esho Kaj Kary (EKK)
	Natore Sadar	Natore Economic Development Assistant (NEDA)
Sirajganj	Tarash	Dobila BL High School Char Kushabari Dakhil Madrasha Matia Malipara High School Madhai Nagar High School

AAS was selected 12 service providers from three types of service providers in Natore and Sirajganj districts for conducting participatory research to ascertain the effective uptake pathways to disseminate the content of rice post-harvest video CDs among the farmers at community. Among the 12 service providers, 6, 1, 1 and 4 service providers were from Boraigram upazila, Gurudaspur upazila, Natore sadar upazila and Tarash upazila respectively. The largest numbers of service providers were selected from educational institutes (5) followed by NGOs (4) and Cable operators (3) in Natore and Sirajganj districts. During selection of each service provider, the pre-decided a set of criteria was followed by the research team members. The selected service providers were identified surrounding villages for conducting research on uptake pathway of rice post harvest video CD in collaboration with research team members. The list of the involved service providers for uptake pathway research on rice post harvest video CD are provided in the following Table 2:

Table 2: List of the involved service providers for uptake pathway research on rice post harvest video CD

SL #	Name of Service Provider	Chief Executive	Address	Mobile
1	Sky vision cable Network	Md. Rafiqul Islam (Sentu)	Bonpara Bazar, Boraigram, Natore	01714658372
2	Two star cable network	Md. Motiur Rahman	Moukhora bazar, Boraigram, Natore	01716899796
3	Shetu cable network	Md. A. Manik	Rajapur Bazar, Boraigram, Natore	-
4	Eso Kaj Kori (UKK)	Md. Ferdous Faruqui	Nazirpur, Bazar, Gurudaspur, Natore	01713702595
5	Karbala Gram Unnayan Kendra (KGUK)	AZM Ashrafuzzaman	Kechua Kora, Ahmedpur, Boraigram, Natore	01711363153
6	Natore Economic Development Assistant (NEDA)	Jahanara Beauty	Dighapatia, Natore Sadar, Natore	01711446866
7	Jagorani Samaj Unnayan Sangstha (JSUS)	Mohammad Ali	Jonail Bazar, Boraigram, Natore	01715545253
8	Dobila Bilateral High School	Md. Shahidul Amal	Dobila, Tarash, sirajganj	01720265858
9	CharKushabari Dakil Madrasha	Moulana Md. Mazdar Ali	Char Kushabari, Tarash, Sirajganj	01714503942
10	Matia Malipara High School	Md. Yousuf Ali	Matiamali para, Tarash, Sirajganj	01718634340
11	Madhai Nagar High School	Md. Insab Ali	Madhai Nagar, Tarash, Sirajganj	01718511056
12	Ramagari High School	Md. A. Mannan	Ramagari, Boraigram, Natore	-

II. Conduct motivation for service providers

The research team members had an orientation meeting with each identified service provider on the purpose and implementation strategy of uptake pathway research on rice post-harvest video CD content dissemination among the end users i.e. farmers at community. Follow-up motivation was provided through discussion meeting among the interested service providers, Team members were finally selected 12 motivated and interested service providers for conducting the research on uptake pathway of rice post harvest video CD content in four upazilas of Natore and Sirajganj districts.

III. Distribution, testing and monitoring of video CD

The research team distributed soft copy video CD among 12 service providers in four upazilas of Natore and Sirajganj districts for conducting research on uptake pathways of rice post harvest video CD content for dissemination among the farmers at community. Involved service providers were used the supplied soft copy video CDs among their targeted users and players of the identified uptake pathway network during formal and informal learning sessions. Thus, the research team conducted testing and monitoring of the supplied video CD content on routine basis in collaboration of the involved service providers and their targeted users/players. For necessary research data/information collection and recording, the research team provided the pre-decided formats during distribution of soft copy rice post harvest video CDs. The research team members were collected and summarized the relevant data/ information for preparation of the report on the uptake pathway research

IV. Uptake pathway study

The research team in collaboration with involved service providers was identified 12 uptake pathways networks for 12 service providers in Natore and Sirajganj districts. Later research team conducted study on selection of the acceptable pathway(s) under each identified uptake pathways network with selected service provider. The research team selected active pathways against proposed uptake pathways with 12 involved service providers in Natore and Sirajganj districts. The diagram of proposed and active uptake pathways with 12 involved service providers for dissemination of rice harvest video CD content in Natore and Sirajganj districts are provided in Annex. I

Findings

Video show and audience

Total 15,130 audiences participated (7130 females) at 297 video show events of 12 involved service providers in Natore and Sirajganj districts. Out of 297 video show events, 75,110 and 112 events were arranged with cable operators, NGOs and educational institutes respectively. Among 15,130 audiences, 8600 watched TVs of cable network, 4700 participated of NGO video show and 1830 attended of educational institute video show during the uptake pathway study cycle in Natore and Sirajganj districts. The highest average audiences were recorded with cable network (2867/cable network) followed by NGO (1175/NGO) and educational institute (366/institute). On the other hand, the highest average audiences per event were estimated with cable network (115/event) followed in order by NGO (43/event) and educational institute (16/event). The service provider-wise video show events and participants are provide in the following Table.3:

Table.3: Service provider-wise video shows events and participants

Type of service provider (SP)	Total video show events (Nr)	Total participants (Nr.)	Average participants/SP (Nr.)	Average participants/event (Nr.)
Cable operator	75	8,600	2,867	115
NGO	110	4,700	1,175	43
Educational Institute	112	1,830	366	16
Total	297	15,130	-	-

Total events of video show on rice post harvest practices conducted and their total audiences participated of 12 involved service providers are provided in the following Table.4:

Table.4: Events and participants of video show of involved service providers

SL #	Service Provider Name	Vide Show Event (Nr.)	Audience (Nr.)		Total
			Male	Female	
1	Sky vision cable operator	30	2500	1500	4000
2	Two star cable operator	20	1000	600	1600
3	Setu cable operator	25	2000	1000	3000
4	Esho Kaj Kari (EKK)	30	200	700	900
5	Karbala Gram Unnayan Kendra (KGUK)	30	200	1000	1200
6	Natore Economic Development Assistant (NEDA)	30	300	1200	1500
7	Jagorani Samaj Unnayan Sangstha (JSUS)	20	900	200	1100
8	Dobila BL High School	27	150	200	350
9	Char Kushabari Dakhil Madrasha	20	200	200	400
10	Matia Malipara High School	20	200	100	300
11	Madhai Nagar High School	25	200	250	450
12	Ramagari High School	20	150	180	330
Total		297	8000	7130	15130

Performance of service providers

The research team selected and motivated 12 service providers for conducting research on uptake pathways selection for dissemination of sustainable rice post harvest practices as soft copy video CD among the end users i.e. farmers at community in Natore and Sirajganj districts. Among the 12 service providers, 5, 4 and 3 were from educational institutes, NGOs and cable operators respectively. The research team members in collaboration with the selective service providers were assessed the performance of the involved service providers during implementation of the uptake pathway research. The performance of NGOs (33) was found highest followed by educational institutions (29) and cable operators (26). The assessment of the performance of three types of service providers is provided in the following Table.5:

Table.5: Assessment of the performance of three types of service providers (1-10 scale)

Type of service provider	Gender	Access to poor (community)	Participants	Sustainability	Total
Educational Institute	9	6	5	9	29
NGO	9	9	6	9	33
Cable Network	7	6	8	5	26

The research team members conducted comparative assessment on the performance of the three types of involved service providers (educational institute, NGO and cable operator) under seven parameters of the uptake pathway study period. The comparative performance of three types of service providers for dissemination of rice post harvest video CD among the farmers at community is provided in the following Table.6:

Table.6: Comparative performance of 3 type of service providers

Parameter	Educational Institutes	NGOs	Cable Operators
1. Attitude to arrange video show with own cost	Interested to show the video CD	Interested to show the video CD	Interested to diversify the video menu
2. Cost involvement for video show	No cost	No cost	No cost
3. Attitude to buy impressive video CD on seed	Interested but not now	Interested but not now	Not interested
4. Future demand on video CD	Crop specific technical video CD is demanded	Crop specific technical video CD is demanded	Cultural based agricultural video CD is demanded
5. Audiences' comment on learning	Learnt lot on rice seed post harvest technology	Learnt lot on rice seed post harvest technology	Not Known
6. Problems encounter during video show	1. Lack of skill for operating the computer with CD 2. Lack of time of computer teachers for the video CD operation 3. Lack of appropriate space for CD show with large number of audiences 4. Disruption of electricity supply 5. Limited time during committee meeting	1. Lack of color TV 2. No electricity supply system 3. Disruption of electricity supply 4. Lack of quality CD player 5. Limited time during training and group meeting	Not Known
7. Interesting and important subject of video CD	1. Seed sorting 2. Seed floatation 3. Seed drying table 4. Seed testing 5. Seed storage method	1. Seed sorting 2. Seed floatation 3. Seed drying table 4. Seed testing 5. Seed storage method	1. Seed floatation 3. Seed drying

Status of Uptake Pathway

The research team members in collaboration with involved service providers were proposed 12 uptake pathways networks for 12 service providers at the beginning of the uptake pathway study on rice post harvest video CD for dissemination in Natore and Sirajganj districts. The research team rigorously monitored the testing of video CDs with 12 involved service providers. Finally, the research team members selected the active pathways (currently the pathways in used) of the 12 proposed uptake pathways networks with 12 involved service providers in Natore and Sirajganj districts. The diagram of the 12 proposed and active uptake pathways networks with 12 involved service providers for dissemination of rice post harvest video CDs among the farmers at community in Natore and Sirajganj districts are provided in Annex. I.

Conclusion

Based on the overall progress presented above it is evident that soft copy of rice post harvest video CD content was found exciting extension materials among the involved 12 service providers in Natore and Sirajganj districts. Both educational institutes and NGOs were found as better service providers than cable operators, who are surrounded by the large number of rice farm families. Most of the involved service providers have been working to reach their targeted rice farm families with up-dated sustainable knowledge on rice post-harvest practices on long-term basis. The progress of selection of uptake pathways with 12 service providers from three categories was found at satisfactory level for effective dissemination of rice post harvest practices video CD content among the end users i.e. farmers at community in Natore and Sirajganj districts with very short period of study.

Recommendation

The uptake pathway research need to be conducted on long term basis, at least for two cropping cycles to develop demand-led location specific uptake pathways with suitable service providers for effective dissemination of sustainable seed technology of the selected crops among the farmers at community.

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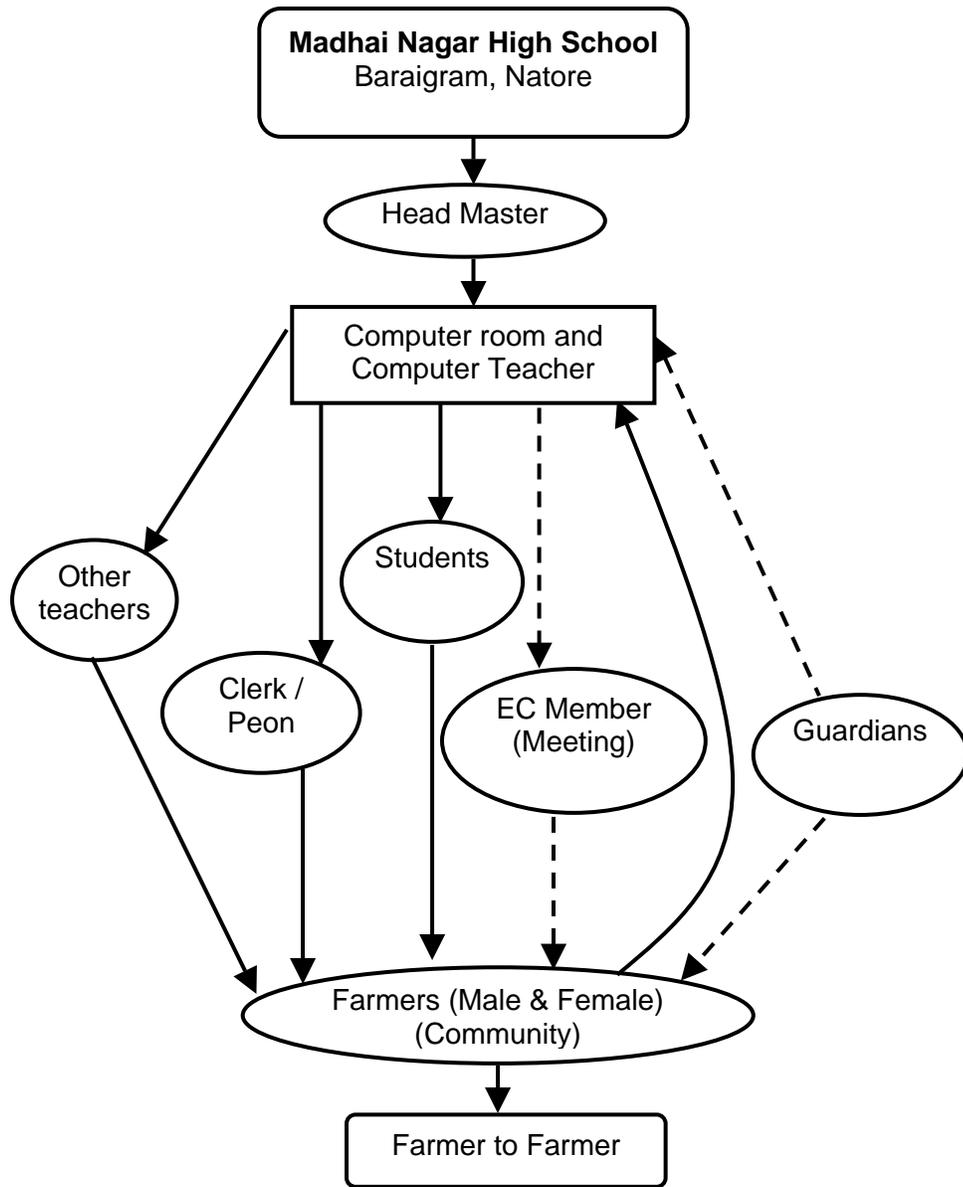
GSI Target-2: Local ownership of video

Annex. I:

Uptake Pathway

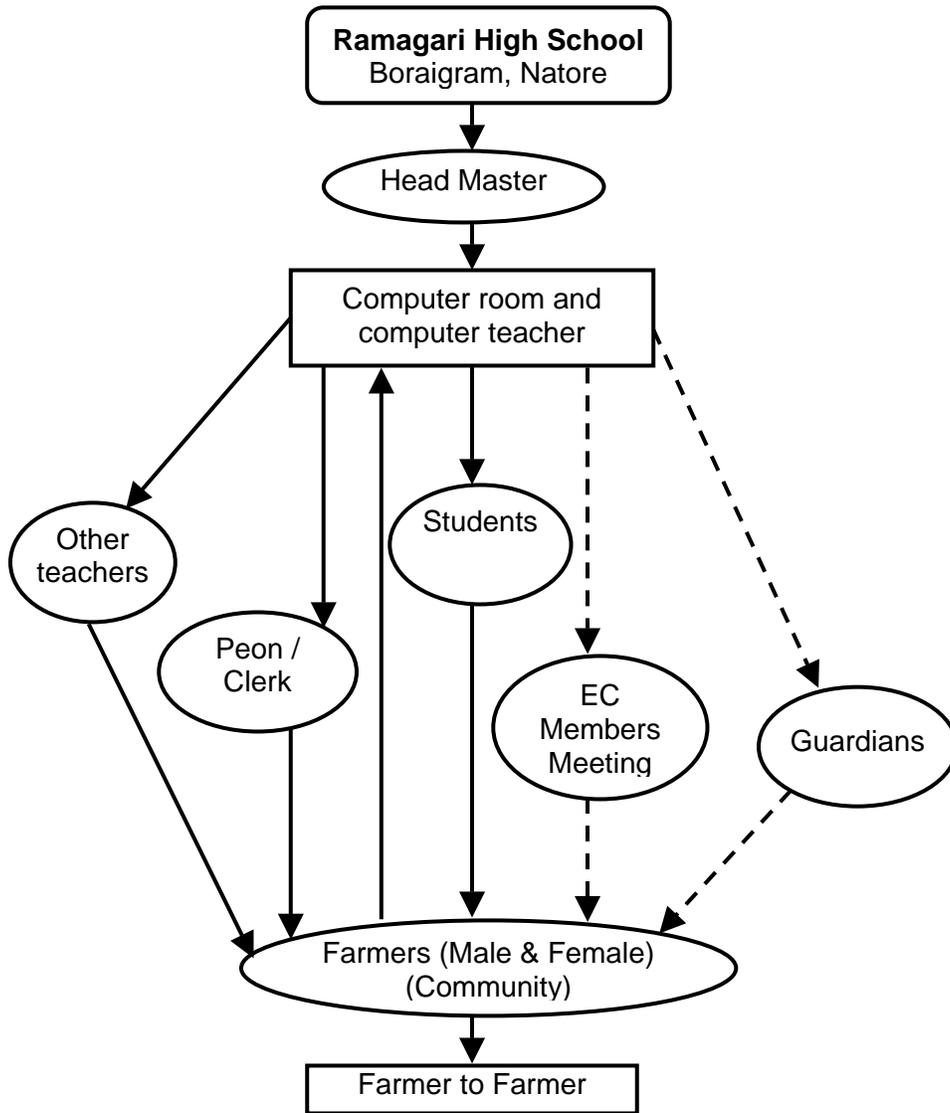
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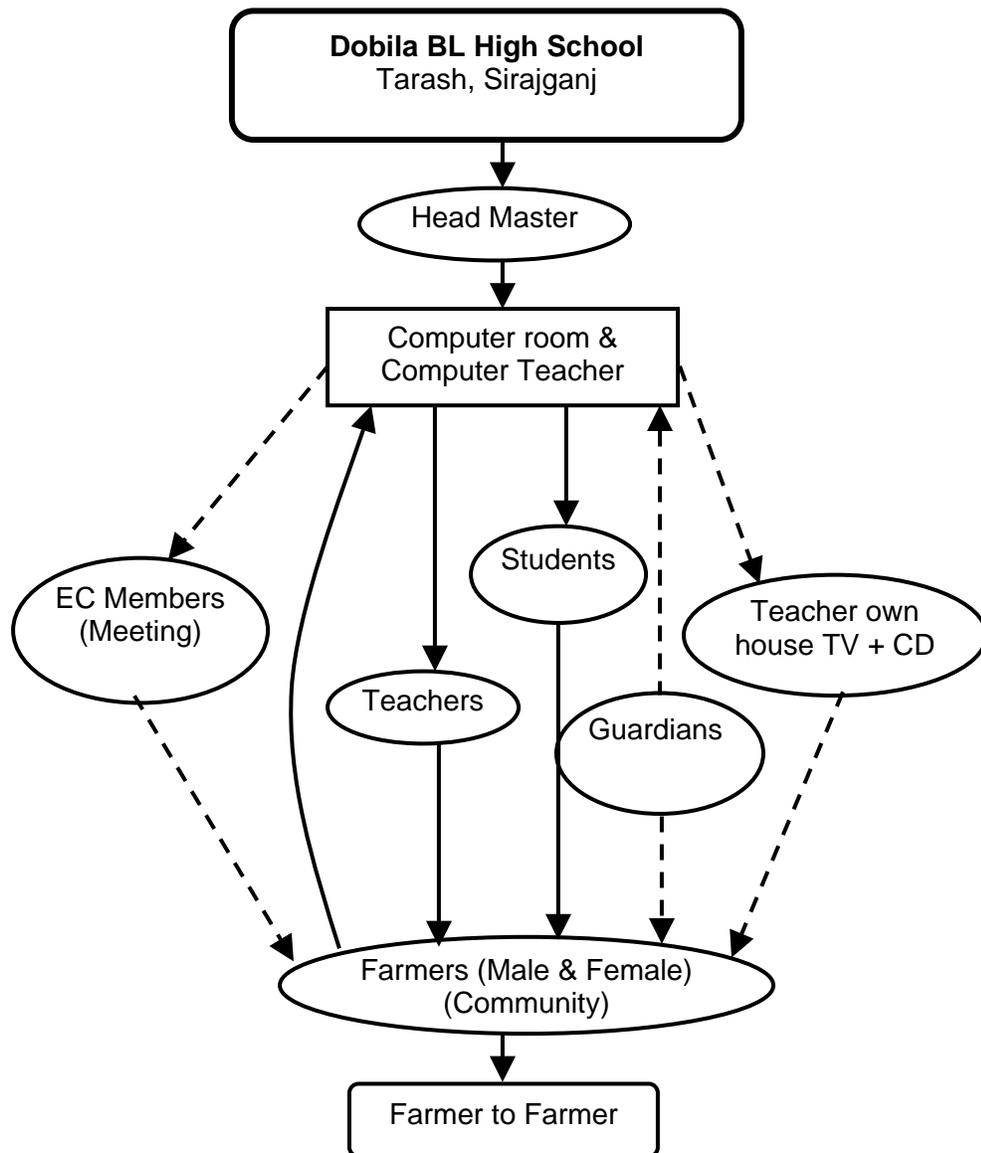
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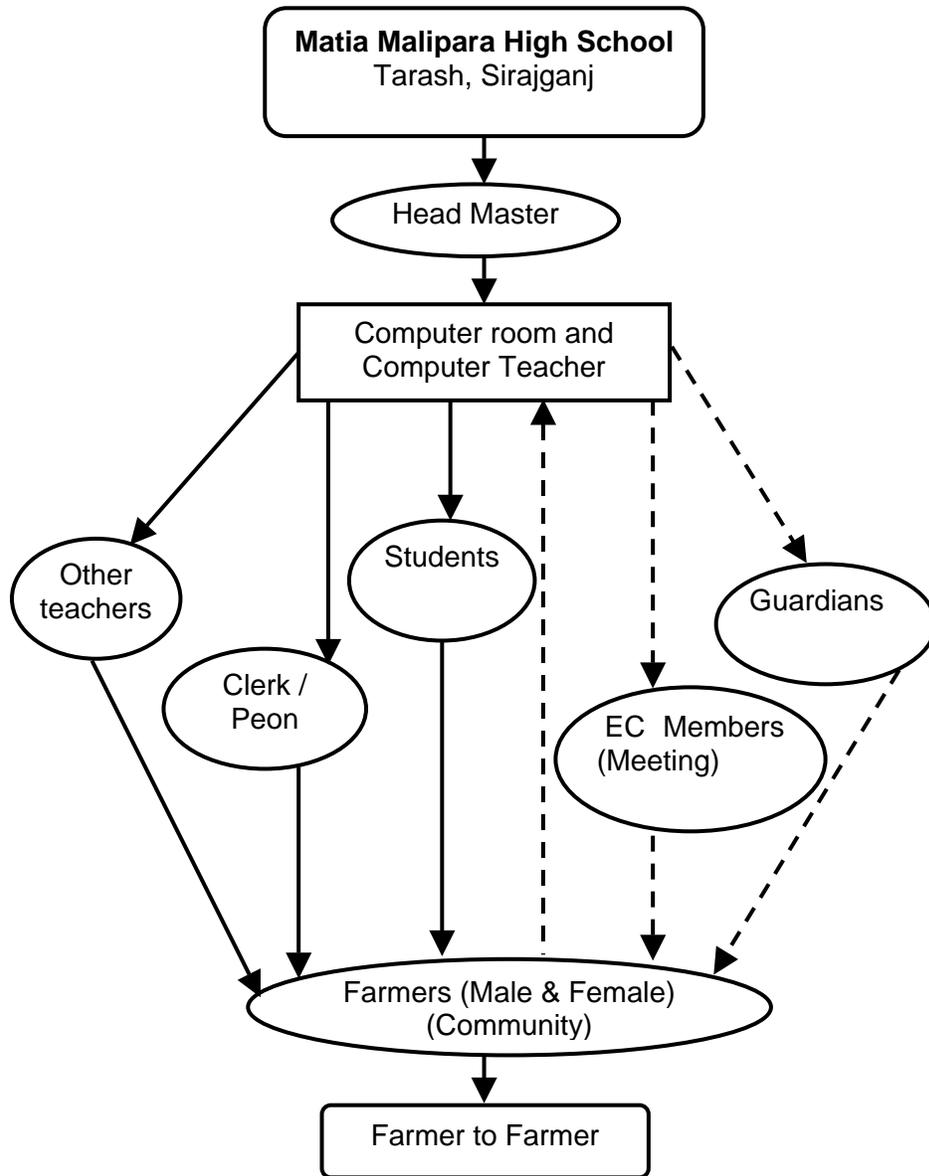
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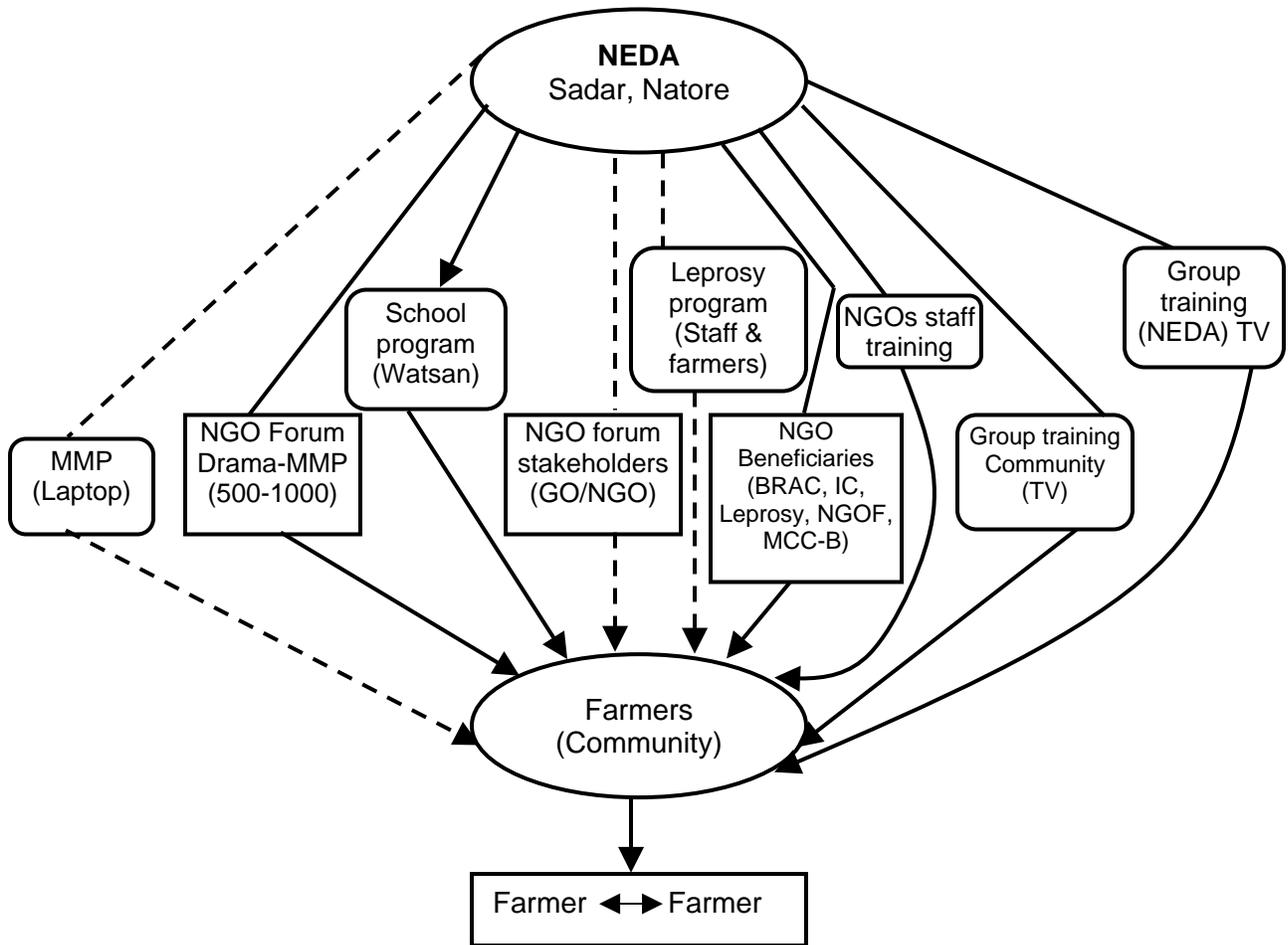
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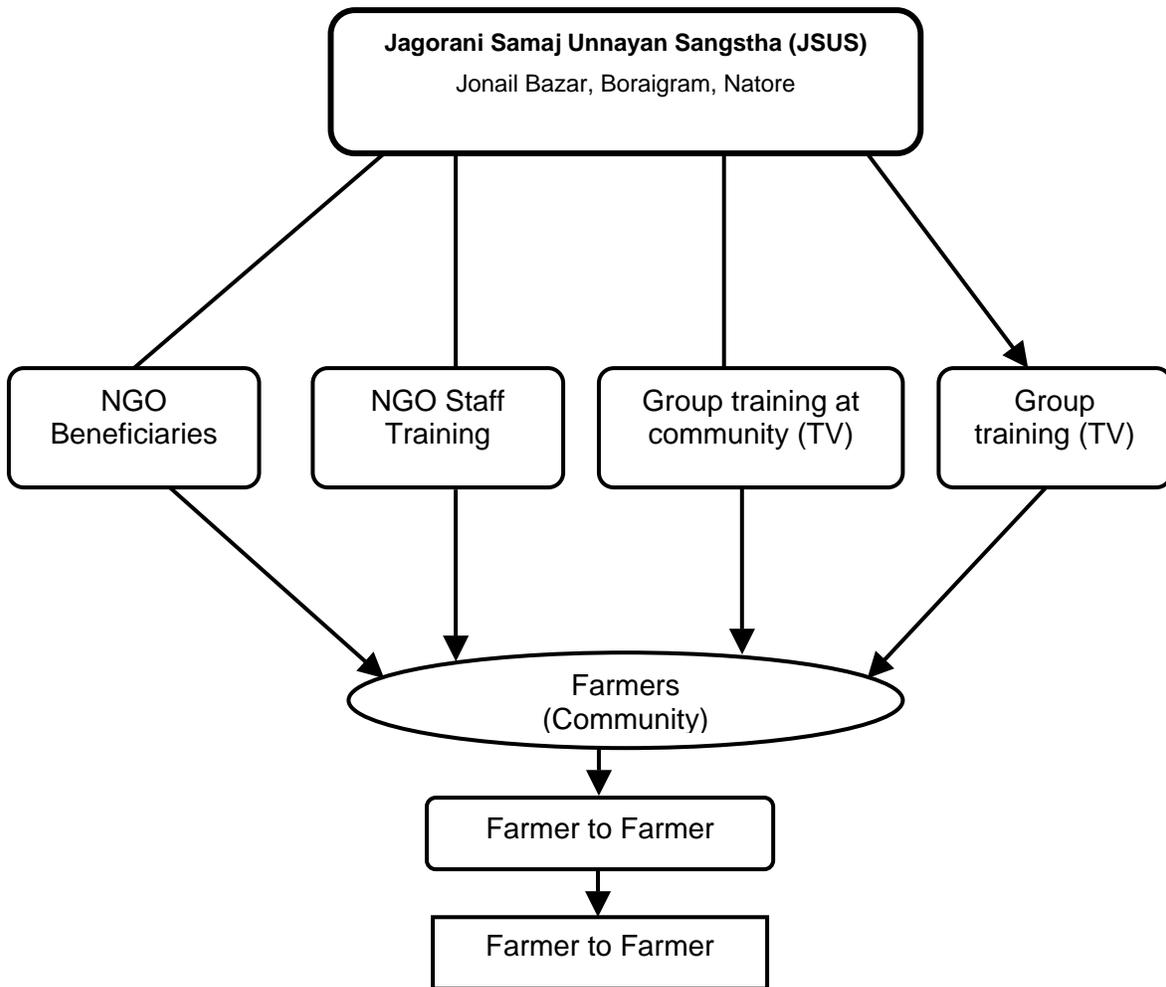
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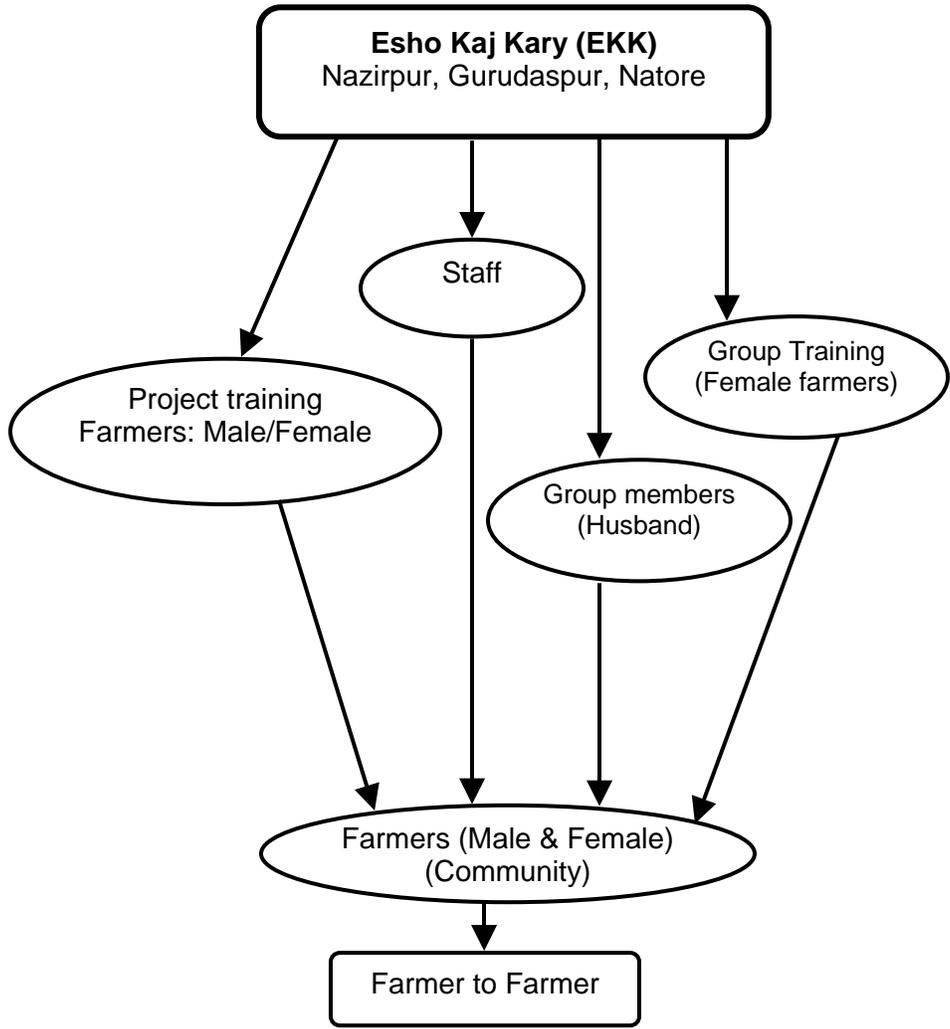
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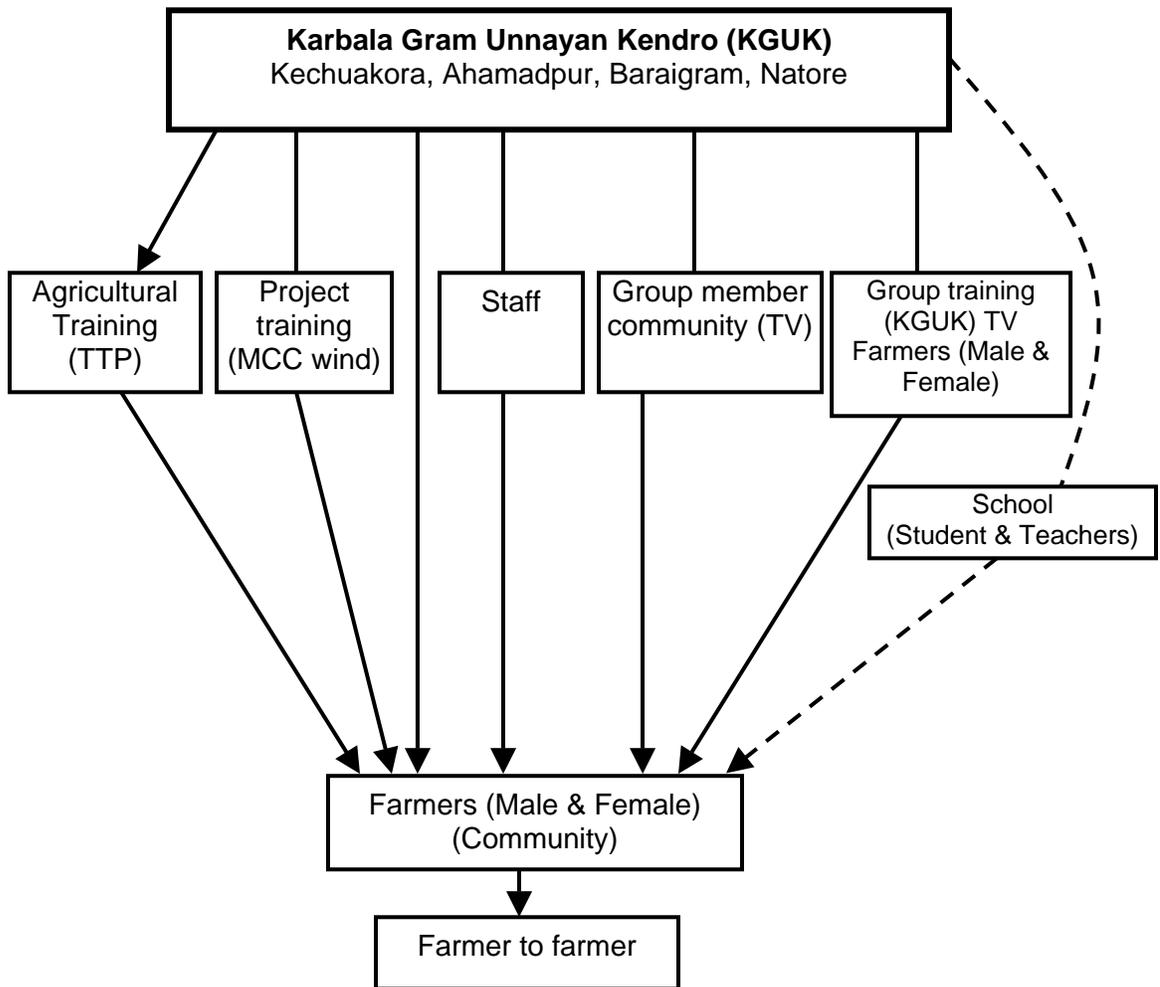
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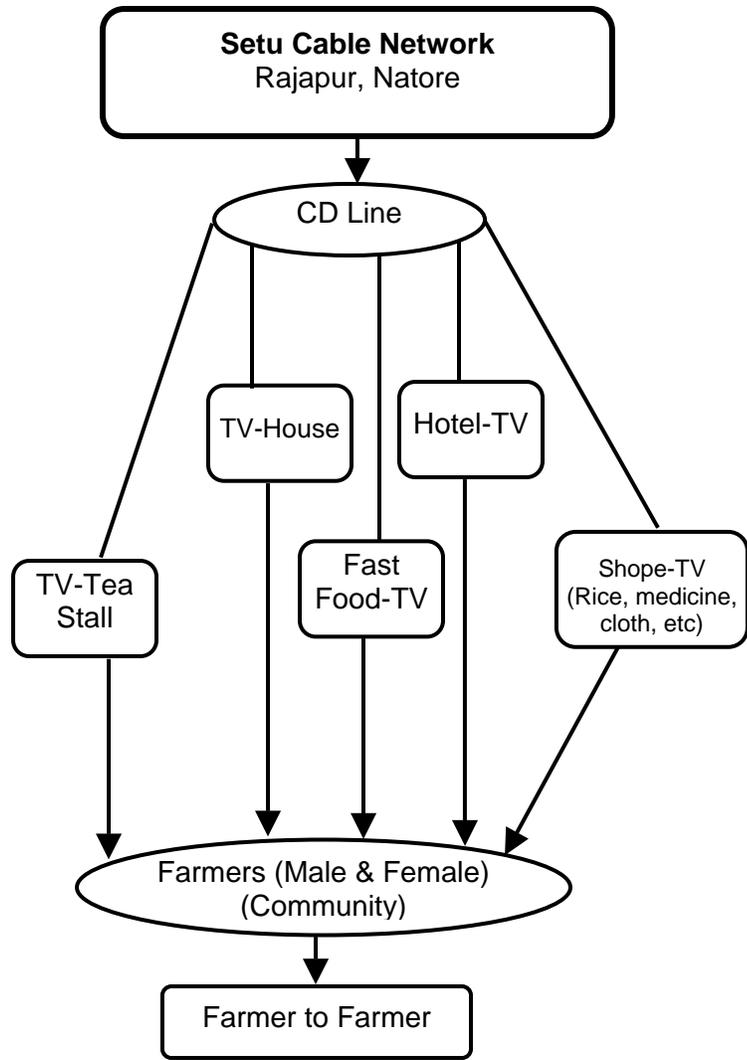
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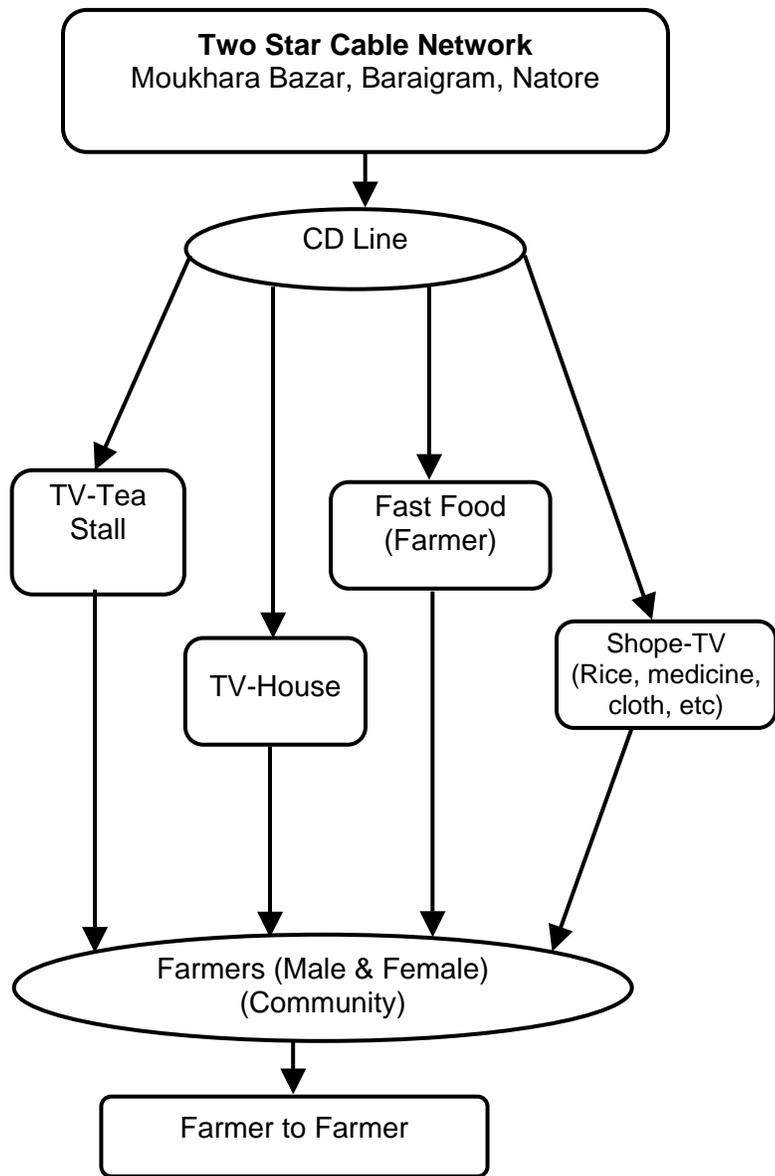
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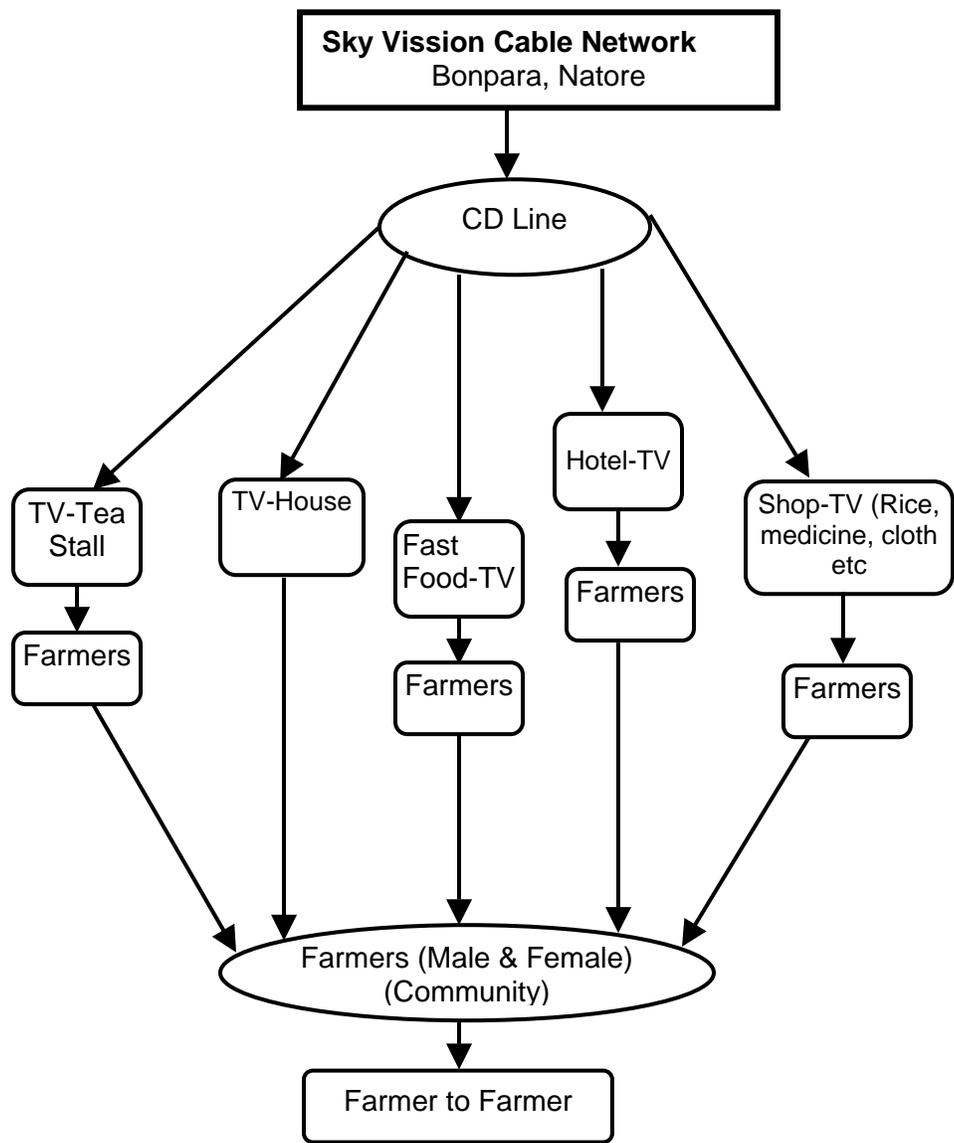
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