

Access Agriculture Panorama No. 31 - February 2023



Access Agriculture leaflet

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Entrepreneurs for Rural Access leaflet

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[Access Agriculture 2021 on-line survey - Summary](#)

Welcome to our monthly news update with 'Access Agriculture Panorama'

This monthly e-newsletter gives a bird's eye view of all the exciting updates from Access Agriculture, a world-leading organisation for quality agricultural training videos in international and local languages, working across the Global South.

The links to different language versions are given below each section.

If at any time you wish to unsubscribe, please use the unsubscribe link at the bottom of the newsletter.

ANNOUNCEMENTS



Call launched for young entrepreneurs in Cameroon, Madagascar, South Africa and North Africa

Access Agriculture announces the launch of its Young Entrepreneur Challenge Fund for **Cameroon, Egypt, Madagascar, Morocco, South Africa and Tunisia**.

Apply now! Present key ideas of a business proposal using a smart projector and your ideas can become reality. Win a smart projector! The deadline for submission is nearing. After registering on Access Agriculture, you can access the form to submit your proposal.

Cameroon : [KCOA Cameroon Call](#)

South Africa : [KCOA South Africa Call](#)

North Africa : [KCOA North Africa Call](#)

Madagascar : [KCOA Madagascar Call](#)



Access Agriculture at the Millets & Organics 2023

Attracting over 3,000 visitors, the Access Agriculture booth was one of the most happening places at the International Pavilion of Millets & Organics – International Trade Fair, which was held, 20-22 January 2023, in Bengaluru, India.

Access Agriculture's booth was graced by agricultural ministers of various states, farmers, extension agents, university professors and students, scientists, representatives from civil society organisations and private companies involved in the organic sector, financial institutions, media professionals, schoolchildren and general public.

[Read more ...](#)

Josephine Rodgers speaking at the Millets & Organics International Trade Fair 2023 [Watch video on EcoAgtube](#) | [Listen to Podcast](#)

Scenes from the Access Agriculture show at the Millets & Organics 2023, India



Director General of MANAGE: Each ERA is a digital library, a mobile encyclopedia!

In his inspiring speech to the Access Agriculture Entrepreneurs for Rural Access (ERAs), who were participating in a training programme, the Director General of the National Institute of Agricultural Extension Management (MANAGE), Dr. P. Chandra Shekara, described each ERA as 'a digital library and a mobile encyclopaedia.' He thanked Access Agriculture for giving the opportunity to MANAGE to host this important training programme.

"ERAs will be proud of their profession, because this smart projector, which is like a magic box, is now in their hands to convince farmers of the benefits of good agricultural practices," he added. "With this magic box, each of you is a superman, because the superman status comes through this training and skill development programme."

[Read more ...](#)

[Scenes from the Access Agriculture training programme of young rural entrepreneurs and key partners, India](#)



Access Agriculture at Agrowon Expo 2023

Access Agriculture participated in the Agrowon Agri Expo held in Aurangabad, Maharashtra, India, 13-16 January 2023, received very positive response from all the visitors, in particular farmers.

"Many farmers visited our stall, seeking various types of information from us. We distributed flyers on Access Agriculture in Marathi language to about 3,500 visitors," said Atul Pagar, a key partner, who kindly managed the stall on behalf of Access Agriculture.

He also shared some amazing comments from farmers who visited the stall.

[Read more ...](#)

([See photos in Access Agriculture Facebook](#))



Your support needed to empower the changemakers

Our campaign seeks to empower six dynamic young women entrepreneurs, who will introduce new ideas and bring about a positive change in the lives of 3000 women farmers in southern India, who have been badly hit by climate change and COVID-19.

We gratefully acknowledge the generous support of our donors, as two of the six young women entrepreneurs whom our campaign targets, have successfully embarked on their journey to bring knowledge to other women of their farming communities.

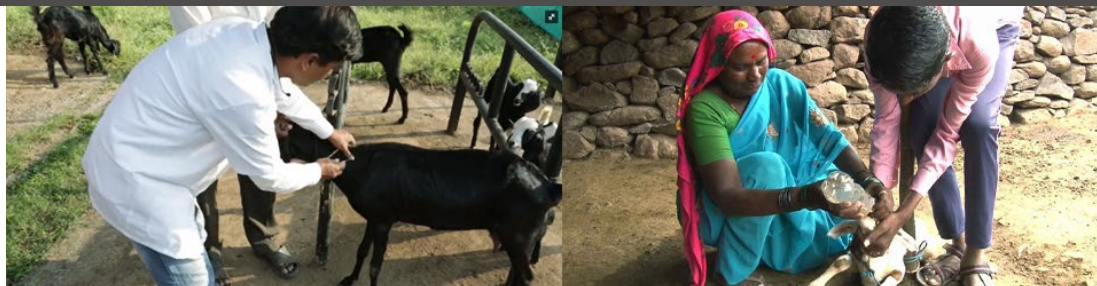
Please be one of the wonderful people to [make a donation](#) at GlobalGiving and share this opportunity with your friends.

[Help us raise funds for our current campaign!](#)

New videos added in January

45 new videos - 11 [Bemba](#), 10 [Bambara](#), 19 [Chitonga / Tonga](#), 04 [Kiswahili](#), and 1 [Kikuyu](#) - have been posted on our platform www.accessagriculture.org. They are freely downloadable as video (mp4), audio (mp3), mobile (video format 3gp) along with a one-page fact sheet with contact details for more information.

Most viewed video in January



Herbal treatment for diarrhoea

Keeping healthy livestock is a tough task because animals fall sick easily. Many people spend lots of money on medicine to treat their animals. In this video we will see how to prevent animals from getting diarrhoea and we will also learn how to treat sick animals with herbal medicine.

[Arabic](#) | [Ateso](#) | [Bambara](#) | [Bangla](#) | [Chichewa](#) / [Nyanja](#) | [English](#) | [French](#) | [Ghomala](#) | [Hindi](#) | [Kannada](#) | [Kinyarwanda](#) / [Kirundi](#) | [Luganda](#) | [Marathi](#) | [Mooré](#) | [Peulh](#) / [Fulfuldé](#) / [Pulaar](#) | [Serer](#) | [Spanish](#) | [Telugu](#) | [Wolof](#)

FROM OUR CHANGEMAKERS



ERAs@work!

The following Entrepreneurs for Rural Access (ERAs) are part of the Access Agriculture project under the Knowledge Centre for Organic Agriculture in Africa (KCOA), funded by BMZ and implemented by GIZ:

- ERAs from **Uganda**, **Adriko Simon Negro**, **Canary Ahabwe**, **Rebecca Akullu**, and **Teddy Nabwire**, accompanied by **Access Agriculture Entrepreneur Coach Co-ordinator, Jane Nalunga**, and **Access Agriculture Entrepreneur Coach for East Africa, Ezra Masolaki**, participated in an event themed “Transforming and training farmers using translated farmer to farmer videos,” in Makerere University College of Agricultural and Environmental Sciences, Kampala, Uganda. The event was organised in collaboration with the Farmer’s Media, which is founded by **Access Agriculture Ambassador, Grace Musimami**. The other co-organisers were the Northern Uganda Agriculture Shows (NUAS), the Alliance For Farmer Development (AFAD), Uganda Forum for Agricultural Advisory Services (UFAAS) and the School of Agricultural Sciences, Makerere University. The ERAs shared their experiences in using videos to promote agroecological practices in the farming communities. ([See photos in Access Agriculture Facebook](#))
- ERA from **Zambia**, **Sussana Phiri**, who is interested in food and nutrition security of young mothers, facilitated a video show session at Mt. Makulu Clinic in Lusaka, Zambia for 53 participants, including 47 young women and 6 men. The videos shown included [Making mango crisps](#) and [Making cassava snacks](#) in Chewa language. ([See photos in Access Agriculture Facebook](#))
- ERA from **Malawi**, **Sydney Jassi**, who is passionate about training farmers through videos in local languages spoken in Malawi, facilitated the screening of two videos for 62 participants, including 39 women and 23 men in Nalikule village, Lilongwe. The videos included [Human urine as fertilizer](#) and [Organic biofertilizer in liquid and solid form](#). ([See photos in Access Agriculture Facebook](#))
- ERA from **Uganda**, **Canary Ahabwe**, Founder & Managing Director of Agromush-Uganda, which focuses on mushroom production and packaging, conducted a training session using the video [Using sack mounds to grow vegetables](#) for 13 participants (11 women and 2 men) in Kamukuzi Division, western Uganda. ([See photos in Access Agriculture Facebook](#))
- ERA from **Uganda**, **Martha Kyokuhaire**, Founder and CEO of VFL Gardens. Mukono, Uganda, facilitated two video shows. The first one held on 22 January involved the screening of the video on [Managing aflatoxins in maize during drying and storage](#) was targeted to 20 farmers, including 17 women and three men, in Mparangasi village, Hoima District, Uganda. In the second programme held on 29 January, Martha facilitated the screening of two videos – [Managing aphids in beans and vegetables](#) and [Enriching porridge with baobab juice](#) – for 17 farmers,

including 13 women and 4 men in in Mparangasi village, Hoima District, Uganda.
([See photos in Access Agriculture Facebook](#))

The following ERAs are part of the Access Agriculture project in India supported by the Kristian Gerhard Jebsen Foundation (KGJF):

- ERAs from **India**, belonging to seven ERA teams from Andhra Pradesh and Telangana States – **Jasmin, Bhairav Kumar, Ramannamma, Gemmeli Thoudanna, Midathana Hemalatha, Vanthala Matsyaraju, Pangi Lakshmi, Salla Venkata Lakshmi, Anuradha, Sandeep, D D Naidu, Thuburu Shanti, Karri Indira, Bobbili Syamala, Bobbili Janaki, Kommu Eswara Rao, Budda Anuradha and Pothula Buggappa**, actively participated in a 2-day hands-on training programme in MANAGE, Hyderabad, India, on the use of the smart projector to facilitate farmer-training video shows in villages. As part of their practical session, on the 3rd day, the ERAs were asked to impart the same training to Access Agriculture partners, which they successfully achieved. The ERAs also learnt about the MergData app for monitoring and reporting of the video screenings. The resource persons included Access Agriculture Entrepreneur coaches for India (**Nandini Pakki and Mounica Lingireddy**) **Neeraj Kumar (Khetee)** and **Nafissath Foussemi Barres**, supported by **Phil Malone**, and **S Kannappan**.

([See photos in Access Agriculture Flickr](#))

BLOG POSTS



Making farmers anonymous

Short food chains narrow the gap between producers and consumers, but when food is traded through wholesalers and when supermarkets sell their own brands, active efforts are undertaken to make farmers anonymous.

This never really occurred to me until Vera Kuijpers, from the organic farm and farm shop Het Eikelenhof in north-eastern Limburg, told me about her latest experience with Biofresh, one of the major organic wholesalers in Belgium.

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Smart projector -- a revolutionary tool for rural actors

Farmers are increasingly facing challenges relating to climate change. It is vital therefore to make them aware of good agricultural practices that can help them increase not only production, but also their resilience.

Having understood well such problems, Access Agriculture is working in Benin, West Africa, to provide rural actors with practical and relevant information on food production, processing and storage technologies, thanks to the smart projector made available to Access Agriculture young agricultural entrepreneurs, known as Entrepreneurs for Rural Access or ERAs.

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MEET OUR AMBASSADOR



Sarah Wambui Wanene

Sarah Wambui Wanene is an agripreneur and community-based Farmers Field School facilitator. Sarah trains farmers in Farmers Field School setting across Kiambu County to increase productivity and profitability in poultry and dairy value chains. She takes great pride in training, coaching, and mentoring people in Agribusiness, Business Development Skills, and Entrepreneurship skills. With young people especially, this helps them to articulate their ideas better so they can grow their business. Sarah is very passionate about agribusiness development and seeing farmers achieve sustainable food security.

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WINNER OF THE MONTHLY QUIZ



Sanjoy Chandra Bhattacharjee

Winner of Access Agriculture January 2023 Quiz contest

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The March 2023 Quiz will be open from 1-15 March 2023.

Check out the contest here: www.accessagriculture.org