Describe your idea with one concise sentence.

The idea is: Promoting the ICT use by the Rural Extension in farming activities.

Promotion of ICT-based market information services is a key to boosting agricultural trade and can play a vital role in improving the sharing of information and the linkages between the various stakeholders in value chains.

Draw and describe the ideal user

Name: TABU
Age: 35
Profession: RURAL EXTENSION

Any Other Key characteristics: She is a mother of three children

Concisely describe what is happening:
TABU used to assist the small rural farmers in their farming activities from planting, sowing to harvesting. Last two years the farmers were harvested beyond the normal limit. TABU took initiative and convinced the farmers to sell their harvesting products to the Government Storage Unit. The farmers assumed that, they will be benefited with reasonable price from the government, to be paid in cash without any inconvenience and delays.
Title: AWARENESS

Concisely describe what is happening

TABU reads the articles from newspaper and hears the local Radio and TV station about the announcement from the local government to inspire the rural farmers to sell their harvesting to the Government storage unit. The announcement mentioned the contact of a concerning government official, location and a free mobile number for more clarifications.

Title: TAKING NOTE

Concisely describe what is happening

TABU made cutting from the local newspaper for more discussion with the farmers and made a final conclusion.
**Title: REPORTING THE PROBLEM**

Concisely describe what is happening

TABU reports the problem to her nearby boss via quarterly report and forwarded to the District Agriculture and Livestock Development Officer (DALDO) concerning the Overflowed of farmers' harvest and announcement heard from the local radio and newspaper.

**Title: FEEDBACK**

Concisely describe what is happening

TABU receives a letter from the DALDO started that the efforts is going to be done to make sure that, the Government is going to support the farmers to buy all the bags of maize in order to avoid spoilage.
Concisely describe what is happening

The following week the concerning government official from the storage unit contact TABU through his mobile phone and invite her with their farmers to send their harvesting to the Government storage unit for the reasonable price.

Concisely describe what is happening

After selling their harvest to the government storage unit, the farmer's expectation turns to negative, because the government unit didn't pay them in cash, on time and the channel of following the payment is too rubbish (bureaucracy), outbreak on part of the government. Following the next farming seasons, the farmers failed to do the farming activities on time, their families suffers a lot due to lack of money and other necessities, children failed to attend to schools and much more.