What Is the Most Important Question to Answer?

Will the rural farmers willing to selling their farm harvest to the government storage unit?

How Might We Test It?

- Reasonable price when compared to the other storage unit i.e. 1 kgs to be paid Tshs. 3,000 instead of 2,500 from the other storage unit.
- Delay in payment
- Bureaucracy in a payment system.
- No compensation for the transport costs to/fro the government unit
- Tax is too high
- Reasonable payment based on grading system.
- Payment will be made in cheque and forwarded to the bank.
- Measurements based on unit/Kgs
- No compensation for any inconvenience caused.

Priority Ranking # 4

What Is the Most Important Question to Answer?

For the rural farmers opt to sell their farm harvesting to the Businessman storage unit, it will solve the problem?

How Might We Test It?

- Payment made in cash, the same day after logistics work i.e. 1 kgs to be paid in Tshs. 2,800 instead of 3,000 offers from the government.
- The logistics were transparent and easy to understand
- No bureaucracy in payment.
- Compensation is made when distortion occurs on the site.
- No grading system for Businessman storage unit.
- Transport costs will be made by the businessman
- No Taxation
- Measurements based of excess of products per 1 bag

Priority Ranking # 2
Title: INDIVIDUAL STORAGE UNIT

What Is The Most Important Question To Answer?
Does the rural farmers wish to sell their farm products to the individuals?

How Might We Test It?
Payment made in cash, the same day after logistics procedures.
1 kgs to be paid in Tshs. 2,600 instead of 3,000 offers
The logistics were clear and easy to understand
Compensation for distortion is on campus.
No grading system
Transport will be made by the individual himself.
Measurements based on excess of products the bags (bulkiness)

Priority Ranking # 3

Title: THROUGH THE INTERNET (WWW)

What Is The Most Important Question To Answer?
Will the application of social media to the farm products will it affect the turnover to the small rural farmers?

How Might We Test It?
Farmers can build its brand
Farmers can create communities
Farmers can find new customers and maintain long lasting relations with them.
Farmers can talk directly to their customers and listen to them.
Farmers can increase sale of their farm products
Farmers can improve customer service.
Reduce promotional costs
Build networking to the stakeholders and bloggers worldwide.
Increased revenue by new customer base and marketing activities realized by the electronic market (with a continuous online exposure to many millions of potential customers nationwide)

Priority Ranking # 1
Title: Information and Communication Technology for Rural Farmers Market Access and Poverty Alleviation

It has been started that, the majority of farmers in the rural and marginalised community in Tanzania have been facing a long-time unsolved challenge on where to sell their crop yields. The long lasting challenge seems like a burden for the farmer’s progress and development. This experience creates an opportunity to the other stakeholders from the government, businessman and individuals. Majority of the stakeholders take advantage and rush to the rural farmers to purchase their crop yields with low price and without considering the using of Measurements. The whistle-blower’s started to moving around by using several media of communication, eg. radio, newspaper, magazine and local TV to insist the local government to open his third eye and relief to the rural farmers. The government through the ministry of Agriculture and Livestock decided to open the door to the farmers to move their crop yields to the government storage unit without mentioned the terms of purchasing. The other stakeholders (Businessman & Individuals) also announced their offer to the small farmers by mentioning the terms of purchasing, and sometimes go direct to the farmer’s area and purchase their crop yields.

The Rural Extension used to support and advise the farmers not to make any decision concerning the selling of their crop yields without considering a reasonable selling price and profit. Based on the advice from their nearer supervisor (Rural Extension) the farmers decided to send their crop yields to the government storage unit/Godown without considering any other conditions. At the end of the day, the farmers continues crying without a solution from their government, they are not paid in time, no were to go for complaining, high Tax for their crop yields, the payment based on grading system which is costly and time consuming, transport costs is too high and much more.

Based on the challenges facing the small farmers in rural community for a long time, I decided to communicate my IDEA on promoting ICT use by the Rural Extension (Sensitization) to the several media of communication and social media. The main goal is to improve small farmer’s income, secure the social potentiality by close cooperation and communication with other stakeholders worldwide in order to strengthen processes that promote economic development for the rural farmers and create an environment for social change.

The majority of the rural community members were not educated, therefore the poor performance of the extension and advisory services are a key factor for low agricultural productivity. Others are a lack of technical knowledge, poor entrepreneurial skills, and to be able to access to communication technologies that could help farmers, extension workers and others share information. It is possible today to look at capacity building through extension using more innovative systems, and go beyond extension services just providing technical information (pests, disease, crop variety) and also include soft skills like improving the management of farmer organizations and agri-businesses networks with all players in the value chain. Besides providing skills and knowledge to increase productivity, capacity development and extension packages should be designed to help take advantage of market opportunities, adapt to climate change, forge new partnerships and learn how to use new information and communication technologies.

Rural Extension should promote and facilitate a continuous process of capacity building and learning as well as greater use of ICT and the media. In order to support these processes there should also be focused development and implementation of a participatory process for monitoring and evaluating extension and advisory services. Moreover, the national policy should encourage extension that supports sustainable resource management, improved food and nutrition security outcomes as well as more efficient food production.
CREATE AN ADVERTISEMENT

Create a fake advertisement that promotes the best parts of your idea. Have fun with it, and feel free to exaggerate shamelessly. Now change the tone of the advertisement to appeal to different types of person.

ADVERTISEMENT: UNDER THE SAME SUN

Do we need to change our mind set?????,

Yeees No YEEEEES YES YES YES

Oops!!!!, How and why

Through the use of ICTs in farming activities (value chain)- can provide quick access to relevant knowledge and information that may improve agricultural productivity, reduce poverty and ensure food security in our country.

Who is going to practice? OUR RURAL EXTENSION

When: Soon and very soon

Does our government contribute anything? YES a big YES, BY CLAPPING THEIR BIG HANDS....

OOHH SEE YOU TOMORROW

BE BLESSED.