OVERVIEW

AgriPath Toolkit

AGRIPATH

empowering smallholder farmers
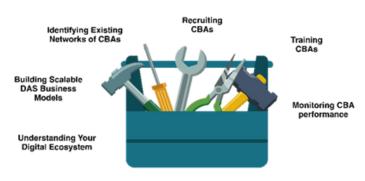
The goal of AgriPath is to identify, evaluate and promote promising pathways to scale smartphone-based digital agricultural advisory services (DAS) applications and related adoption of sustainable agricultural practices by men and women smallholder farmers to improve productivity and build climate resilience.

To achieve this goal, Grameen Foundation embedded insights from AgriPath research and global experiences into a toolkit whose aim is to strengthen capacity and equip DAS providers and stakeholders with practical guidance on how to scale their smartphone-based applications with the critical support of Community-based Agents (CBAs).

Scaling Digital Agricultural Advisory Services (DAS) through Community-Based Agents (CBAs)

Why this AgriPath Toolkit?

Despite producing 70% of the world's food, 500 million small-scale farmers struggle with hunger and lack access to vital agricultural knowledge. With declining public extension services, digital agricultural advisory services (DAS) offer a promising solution to equip farmers with sustainable land management practices. However, DAS currently reaches only a small fraction of smallholder farmers, particularly excluding women and youth who face unequal access to these tools.

The toolkit supports five phases of activity:

Phase 1: Understanding Your Digital Ecosystem introduces DAS stakeholders to the barriers and opportunities for scaling smartphone-based DAS applications, based on specific country contexts and localized mobile phone specifications.

Phase 2: Building Scalable DAS Business models inclusive of CBA roles and that move beyond product-centric thinking.

Phase 3: Identifying Existing Networks of CBAs supports DAS stakeholders in interviewing a CBA network organization for best-fit partnerships for scaling smartphone-based DAS applications.

Phase 4: Recruiting CBAs introduces DAS stakeholders to the important factors for recruiting CBAs, particularly women CBAs, and developing effective professional agreements with them.

Phase 5: Training CBAs introduces DAS stakeholders to resources for identifying training topics and training CBAs in content needed to be effective organizers, communicators, and community resources.

Phase 6: Monitoring CBA Performance introduces DAS stakeholders to a menu of quantitative and qualitative indicators needed to monitor and evaluate CBA performance.

To learn more about the Agripath Toolkit, visit:
https://www.agripath.net/das-toolkit