

INNOVATION AS A KEY TO SUCCESS: CASE OF FARM RADIO TRUST IN MALAWI



Presented to:

24th May 2018

Context for Developing Countries

- Low agricultural productivity continues due to a number of challenges including lack of extension staff e.g. in Malawi extension to farmer ratio is at 1:3000
- Farmers lack access to accurate and evidence based information to improve their production and productivity
- Limited platforms & innovations for farmers to voice their concerns with duty bearers to address their bottlenecks
- Lack of structured farmer groups to demand services and information



**FARM RADIO
TRUST**



Flanders
State of the Art



www.farmradiomw.org



Context continued....

- Opportunity to exploit the demographic dividend of youth below the age of 35 years : over 50% of population
- High unemployment rate in formal jobs
- High % of populations employed in the agriculture sector at the production level
- Increased proportion of medium scale farmers is an opportunity for innovations in extension
- Agric re-orientation towards commercialization beyond subsistence-opportunity for innovations



**FARM RADIO
TRUST**



Flanders
State of the Art



www.farmradiomw.org



Context cont'...

- Mushrooming of FM radio station in developing countries for localized & customized content
- Increased mobile boom & coverage of mobile network/internet fibre options is key to access of information for farming communities
- The gender digital divide still a huge challenge that requires innovations
- Involvement of private sector in the agric value chains no longer an option but a must



**FARM RADIO
TRUST**



Flanders
State of the Art



www.farmradiomw.org



How to create environment for innovation/ pre conditions for innovation

- Relevance for innovation/Understand the context
- Usability of the innovation; accommodate the illiterate
- Cost for the innovation/ user cost: who is paying for the cost/willingness to pay
- Accessibility of innovation to majority of population
- Availability of of an enabling policy framework
- Willingness of investors in the innovation: win-win scenario
- Increased access to ICTs such as radio, mobile phones & internet in developing countries a big opportunity



**FARM RADIO
TRUST**



Flanders
State of the Art



www.farmradiomw.org



Model for Farm Radio Trust for innovation



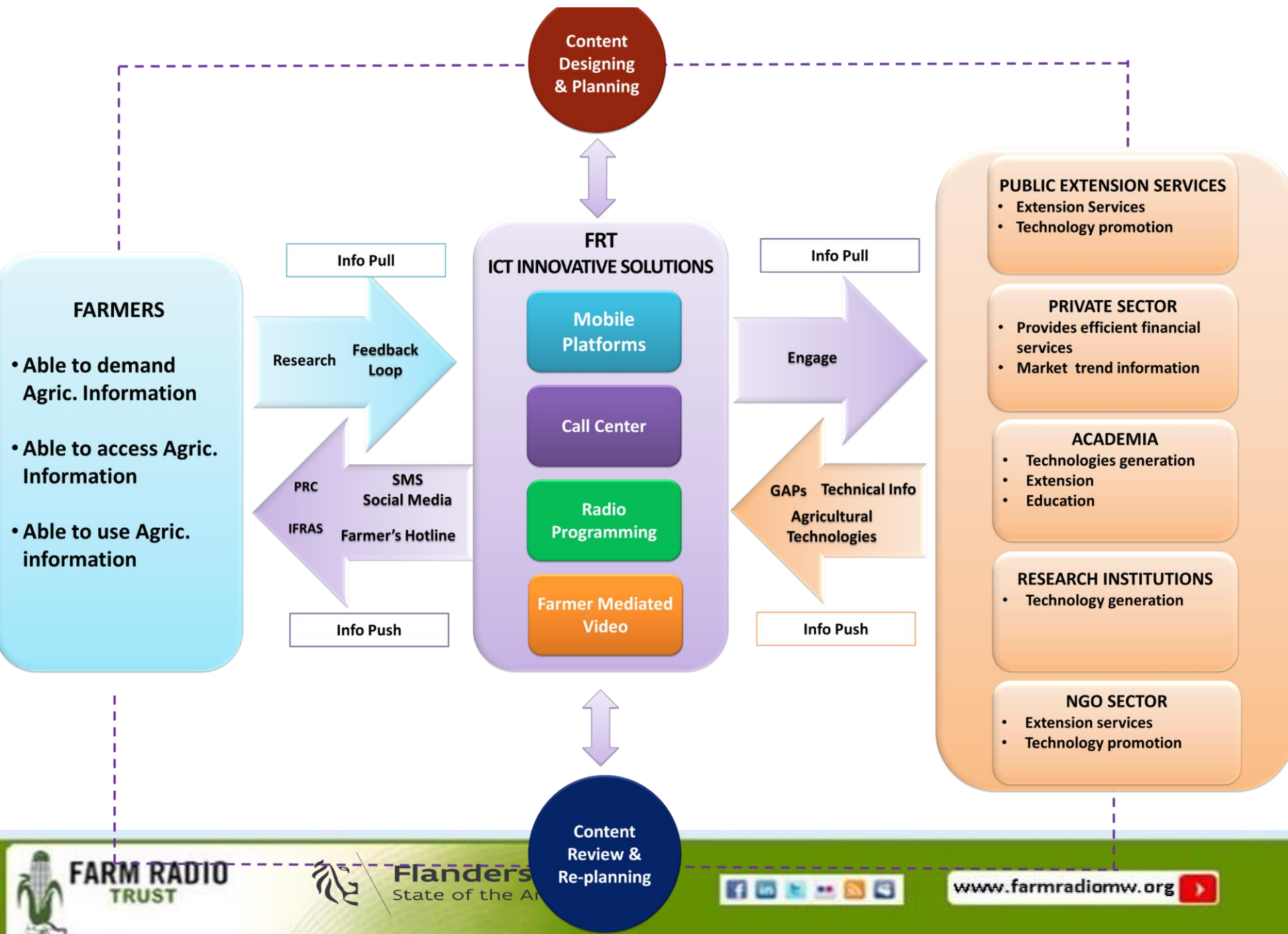
**FARM RADIO
TRUST**



Flanders
State of the Art



www.farmradiomw.org 



Barriers to new technologies into resource poor setting

- Low financial capacity to pay for the innovation. This affects men and women differently
- Capacity of users on particular innovation
- Poor internet network in most rural areas
- Quality control of the information being shared through innovation platforms
- Sustainability of innovation when users are not able to pay for the innovation. Need for models that could subsidize the cost for innovation



**FARM RADIO
TRUST**



Flanders
State of the Art



www.farmradiomw.org



Three dimensions for Scale up innovation

Horizontal Scaling (scaling-out): The process of expanding impact through replication, - e.g. from one geographical area to another (quantitative)

Vertical Scaling: Changing the policy / institutional environment through higher level influencing, – e.g., moving from a local or provincial engagement to a nationwide engagement (institutional)

Functional Scaling: Expanding the functional scope of an innovation, - e.g. adding processing and marketing components to a project initially focusing on crop production (diversification)



**FARM RADIO
TRUST**



Flanders
State of the Art



www.farmradiomw.org



Possible models for scale up

- Partnership model e.g. public private partnerships
- Pure Business model
- Social enterprise model e.g. FRT providing a social good with a business model
- Public sector reform: Work with government structures
- Institutionalize multi stakeholder technical working platforms
- Work with existing community structure e.g. farmer clubs, cooperatives
- Lobby for institutionalization of e-extension services in government structures
- Impact at scale: Evidence, learning & innovate



**FARM RADIO
TRUST**



Flanders
State of the Art



www.farmradiomw.org





Thank you for your attention

gvilili@farmradiomw.org

www.farmradiomw.org

