

Money isn't everything: social capital in the distribution and use of farmer training videos

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A lack of content has limited ICT's ability to train farmers on sustainable agriculture and natural resource management. Farmer-to-farmer video can improve farmers' ecological knowledge and trigger change, but how to broaden video's impact beyond project mode? To support agricultural extension in developing countries, a new knowledge broker called Access Agriculture was created to facilitate local language translations of videos and physical distribution of DVDs via existing social networks. Drawing on examples of mass distribution of agricultural training videos in Benin, Mali, Uganda and Bangladesh, the paper explores the challenges and opportunities of an open system, non-project approach in scaling-up farmer training.

Keywords: information and communication technologies (ICTs); agricultural extension; farmer-to-farmer video; social capital; entrepreneurship; innovation brokers