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INTERACTIVE VOICE RESPONSE: ITS GROWING ROLE IN AGRICULTURAL EXTENSION SERVICES

WEBINAR CHAT TRANSCRIPT

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PRESENTERS

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WEBINAR CHAT TRANSCRIPT

USAID Agrilinks: Hi everyone! Welcome.

USAID Agrilinks: Please feel free to introduce yourselves in this chat pod.

Dick Tinsley: Dick Tinsley, Colorado State University.

Kassim Sheghembe: I am joining from Arusha, Tanzania.

Kassim Sheghembe: Working with Farm Radio International as ICT Officer.

USAID Agrilinks: Great! Welcome all.

Kassim Sheghembe: Farm Radio International is a Canadian NGO which works hand in hand with Radio stations across sub-Saharan African countries to produce good farming Programs with relevant information to small scale farmers.

USAID Agrilinks: Hello Edna! Thanks for joining today. Please feel free to introduce yourself here.

USAID Agrilinks: Thanks for that info, Kassim.

Kassim Sheghembe: We use IVR services as a VAS for our Radio Programs. Whereas Farmers get the chance to get the information they need, i.e., Weather Forecast, Ag Tips.

Kassim Sheghembe: Thank you.

USAID Agrilinks: That's cool, Kassim!

USAID Agrilinks: How have you found IVR to work for you?

USAID Agrilinks: Hello, Enno. Thank you for joining! Please introduce yourself here.

Edna Ogwangi: Hi Everyone, I work for Stop Hunger Now as the Chief Impact Officer, based here in Raleigh, North Carolina. Looking forward to this IVR session.

USAID Agrilinks: Great! Thanks, Edna.

Kassim Sheghembe: We have found that IVR in a sense that it is a Voice Service works very well with Radio.

Kassim Sheghembe: It is a good marriage.

Andrew Cunningham: Hello from SPRING! Several of us will be viewing the webinar here. We can't seem to get the audio to work however. Is there a call-in number?

USAID Agrilinks: Hi Andrew.

USAID Agrilinks: I just spoke through my mic

USAID Agrilinks: Were you able to hear?

Andrew Cunningham: Unfortunately, no.

Judy Payne: Hi, this is Judy Payne, ICT Advisor for AG at USAID. Kassim -- what IVR platform do you use? Do you know by chance?

Dick Tinsley: I still wish you could have some background music playing during this setup period as it will allow easier audio checking.

Enno Mewes: Hi, I could hear you properly.

USAID Agrilinks: Ok. Please feel free to private chat with our AV Tech who might be able to help you out.

Nina Getachew: Good morning everyone. I don't seem to hear anything either.

USAID Agrilinks: I will ask him to provide the call in number as well.

Kassim Sheghembe: Hi Judy, yes. We are using VOTO MOBILE.

Nina Getachew: I can hear you. Thanks.

David McAfee: Yep!

Kassim Sheghembe: Yes I can hear you.

Edna Ogwangi: Yep!

USAID Agrilinks: Ok great.

Andrew Cunningham: Thank you! I'll start a chat with AV Tech.

USAID Agrilinks: We will be getting started in 15-20 minutes.

USAID Agrilinks: In the meantime, I'm curious to hear how you all might be using IVR in your work! Please feel free to share.

Judy Payne: Ah yes, HNI uses VOTO too. I think you'll be interested in how Rikin and Neil will explain IVR capabilities in Awaaz.de, a different platform

USAID Agrilinks: Kassim has said that he is using it in his work with Farm Radio International.

Joseph Aghatise: Hi.

Judy Payne: Kassim: I was in Arusha a month or so ago with FRI... did I meet you? :)

Joseph Aghatise: Good day all, sorry I came in late.

Enno Mewes: Hello everyone, thanks for letting me participate in this event. I am working for GIZ and are based in Bonn, Germany. I recently joined a project here. This is working on rural transformations and also on the use of ICT4AG. I am rather new that topic and want to use the opportunity to learn and get some insights from other organizations work on that topic.

USAID Agrilinks: Welcome Enno and Joseph!

USAID Agrilinks: We haven't yet started, Joseph, so you're not late!

USAID Agrilinks: We will start in maybe 10-15 min.

Judy Payne: Welcome Enno. I am interested in what GIZ is working on related to ICT and AG.

Enno Mewes: Thank you. In 1-3 days we will have a study finished on experiences of GIZ on ICT4AG. I can forward the study to you as soon as it is final.

Zachary Baquet: Good Morning All! Zachary Baquet with USAID joining from DC.

Joseph Aghatise: I am Aghatise Joseph from Nigeria. I have been engage in a few ICT4Agric projects and will very much want to support Agriculture in Nigeria with technology

Enno Mewes: Dear Judy, please send me your E-Mail, and I am happy to send it to you by then.

Sam Oeurn Ke: Good morning everyone, I am Sam from UC Davis.

USAID Agrilinks: Good morning Sam!

USAID Agrilinks: This is Dana with Agrilinks.

Monica Coutinho: I'm Monica, I work for Technoserve Brazil with rural participants, and I'm interesting in knowing more about the implementation of IVR.

USAID Agrilinks: Glad to see you could join!

Kyle Murphy: Good morning everyone. I work with J-PAL/ATAI at MIT on our agriculture sector. We talk about Awaaz.de frequently in our outreach work, and I'm excited to hear what everyone has to say about IVR!

Joseph Aghatise: I see looks of people joining in here. This is a good sign for better days for the farmers.

Joseph Aghatise: lot*

USAID Agrilinks: I want to quickly point out to you all that we have a call for cases on integrating gender into ag: <https://agrilinks.org/blog/call-cases-feed-future-programs-learning-gender-integration-and-women%E2%80%99s-empowerment>.

Judy Payne: Welcome, Kyle. I hope you at ATAI will figure out a way to evaluate HNI's AND awaaz.de's services.

USAID Agrilinks: Please check out the link after the webinar!

Torsten Mandal: I'm Torsten Mandal, freelance agroforestry and agronomy capacity builder also with R &D experience from Africa.

Judy Payne: Welcome, Torsten. Where in Africa?

Joseph Aghatise: Thanks USAID for this link.

Torsten Mandal: Kenya, Rwanda, Ghana, +Tanzania, Uganda, Benin.

Kyle Murphy: We have some preliminary work on Avaaj Otalo, but we're very interested/excited about doing new evaluations in this space generally.

Sam Oeurn Ke: Good morning Judy.

USAID Agrilinks: Welcome, Sam, Torsten, and all!

Torsten Mandal: We do thanks.

Zachary Baquet: Hearing you clearly!

USAID Agrilinks: Great! Thanks all.

Andrew Cunningham: We can hear you now. Thank you!

Sam Oeurn Ke: Thank you very much Dana.

USAID Agrilinks: Perfect!

USAID Agrilinks: Thanks to all of you for joining in today.

USAID Agrilinks: Looking forward to learning more about IVR!

Noor Seddiq: I'm Noor Seddiq Working in Afghanistan on USAID-funded Capacity Building and Change Management Program (CBCMP).

Lily Alcock: Good morning, I'm Lily and I work on IESC's Exporting Quality and Safety program in the Dominican Republic - Ag, though not USAID

USAID Agrilinks: Welcome, Noor and Lily!

Lily Alcock: Thank you!

Joseph Aghatise: We started initiatives in Agric recently and hope to go full scale on implementing ICTs for agri.

USAID Agrilinks: Just a few more minutes until we start!

John Dwyer: I'm John Dwyer, contractor for the E3/Land Office, working out of Washington, DC.

Noor Seddiq: Many thanks- CBCMP is implemented by IESC and we are located at Ministry of Agriculture.

USAID Agrilinks: Welcome, all!

USAID Agrilinks: Getting started.

Peggy Koniz-Booher: We have a large contingent of SPRING nutrition and behavior change staff gathered for the webinar!

Mark Leclair: Both Kassim Sheghembe and I are here for Farm Radio International. We've been using IVR since 2009 in our interactive rural radio programs.

Heather Gilberts: I am here from VOTO Mobile, an IVR service provider.

USAID Agrilinks: Welcome, Heather!

Heather Gilberts: Thanks!

Aditya Sethi: Hi, I am Aditya Sethi, technology lead at Digital Green. We work with USAID in India, Ethiopia and Afghanistan to build capacities of rural communities to spread locally relevant practices in agriculture, health and nutrition.

Zachary Baquet: Check out Judy's recent blog post on Digital Solution for Ag <https://agrilinks.org/blog/digital-solutions-agriculture-new-evidence-and-updates>

USAID Agrilinks: Thanks for sharing, Zachary!

Jess Bollinger: Hi, I'm Jess Bollinger from Arable Labs interested in learning more about IVR and SMS benefits to smallholder ag.

USAID Agrilinks: That is a great post by Judy, highlighting a lot of new work in ICT. Highly recommended!

Noor Seddiq: CBCMP has been coordinating with Digital Green and Mr. Gandhi.

Alice Van der Elstraeten: Hello, I am Alice from FAO working on ICTs for Agriculture.

Joseph Aghatise: No audio.

USAID Agrilinks: I am hearing loud and clear.

Madeleine Smith: Hi, Madeleine Smith with the USAID SPRING project.

USAID Agrilinks: Joseph, I would suggest checking your connection!

USAID Agrilinks: Please remember to use this chat pod to ask questions of our presenters.

USAID Agrilinks: We will record them and save them for the Q&A at the end!

Shivi Sukhija: Hey. I am Shivi Sukhija from Ektir, India. We provide ICT-based agro advisory to small landholding vegetable farmers.

Alex Dunlop: Hi, Alex Dunlop here from Digital Green.

Joseph Aghatise: Am back in.

Tiana Campos: Hi, Tiana from NCBA Clusa-npla.

Alberic Hibon: Hi, I am Alberic Hibon from Peru Opportunity Fund in Lima, Peru working for small farmers' organizations.

Tiana Campos: I am hearing also clearly.

Masresha Taye: Hi, this is Masresha from ILRI, working on Index-Based Livestock Insurance Project.

USAID Agrilinks: Are any of you employing IVR or testing it in your work?

USAID Agrilinks: Or, thinking of experimenting with it soon?

Michael McGirr: Good Morning, I'm with USDA's National Institute of Food & Agriculture - the federal partner in the U.S. extension system.

Sandrine Chetail: Sandrine, Director Agriculture for Mercy Corps.

USAID Agrilinks: Welcome, Sandrine and Michael.

Masresha Taye: We have an utmost interest to introduce IVR on our financial literacy on climate change and coping strategies through formal finance.

USAID Agrilinks: That's really cool, Maresha!

Joseph Aghatise: I think I totally support the idea of having helpline/call center for farmers. Often times farmers have issues and they don't know who to talk to for assistance, clarification or information.

Backup Host: SPRING folks, how many of there are you listening via phone? (We're just curious ...)

Joseph Aghatise: Reverton Limited will be looking at IVR for disease control and market information system.

Heather Gilberds: VOTO provides and designs IVR services for partners who want to use IVR. I also work for Farm Radio who has used VOTO's platform, and I am doing research to see how an IVR feedback platform connected to farmer radio programs can help influence policy decisions in Tanzania.

USAID Agrilinks: Anyone have any questions thus far?

Joseph Aghatise: Gilberds, can I have your email?

Heather Gilberds: Yes, it's heather@votomobile.org.

USAID Agrilinks: Joseph, feel free to private chat Heather by hovering over her name and selecting "Start Private Chat."

Torsten Mandal: Links to research and interaction with subject matter (and system) specialist are usually a (or the) key problem with extension. Particularly to get appropriate, affordable, pro-poor solutions.

Joseph Aghatise: Thanks USAID.

USAID Agrilinks: Thank you, Rikin!

USAID Agrilinks: Great stuff!

USAID Agrilinks: Perfect David!

Heather Gilberds: Thank-you Rikin! Very clear.

Dick Tinsley: My continuing concern with extension is how operationally feasible it is? Too often we are promoting more labor intensive innovations into what is really a labor short environment, without regards as to where this extra labor will come from or what are the rational compromises framers make when labor or access to mechanization is limited. I am working on an article dealing with this the draft of which I have posted on my website and hope some of you can take ca close look at it. The link is:
<http://webdoc.agsci.colostate.edu/smallholderagriculture/OperationalFeasibility.pdf>

Jude Asiiimwe: Thank you Agrilinks. It's innovative. My question to Rikin, is how to ensure IVR reaches out to farmer groups working on different value chains and languages as the case in Uganda.

Abelardo Rodriguez: Thanks for sharing your paper Dick!

USAID Agrilinks: Thanks for sharing resources, Dick!

USAID Agrilinks: I encourage the rest of you to please share resources or papers from your own work!

USAID Agrilinks: How interesting!

USAID Agrilinks: A decision tree!

Ted Johnson: Don't forget that 3-2-1 launched in Ghana yesterday.

Marissa Germain: This is incredibly useful as you could identify what are the greatest issues for farmers.

USAID Agrilinks: As a reminder, I'd encourage you all to check out this recent blog by our moderator Judy Payne, elaborating on some recent developments in ICT and highlighting the work of our speakers' organizations:
<https://agrilinks.org/blog/digital-solutions-agriculture-new-evidence-and-updates>

Merrill Jordan: Ted, who is 3-2-1 partnering with in Ghana? Do you know? Very interesting.

Dick Tinsley: In your soya options, where is the inoculation requirements, if not you cannot benefit from soya.

Sandrine Chetail: Would be interesting to learn more about the business model, especially who provides content and who pays.

USAID Agrilinks: So much great data.

Elizabeth Adams: What are all the countries that 3-2-1 is active in?

Abelardo Rodriguez: Very interesting but it may require some training to benefit from the tool. To me, it is difficult to follow a menu in a bank, insurance, IRS, or, else. Perhaps, I am an outlier.

Masresha Taye: [See link below]
https://cgspace.cgiar.org/bitstream/handle/10568/69203/capdev_brief4_web.pdf?sequence=5&isAllowed=y

USAID Agrilinks: Thanks for sharing, Masresha!

Lily Alcock: Yep - I second Sandrine.

Joseph Aghatise: I am looking at the possibility of converting a tool like this to local languages.

Masresha Taye: Gamification and mLearning in the Index-Based LivestockInsurance project.

Torsten Mandal: I only see one photo - not what is mentioned.

Ted Johnson: Elizabeth: Madagascar, Malawi, & Ghana.

USAID Agrilinks: We are recording your questions as you type them!

USAID Agrilinks: Please keep them coming.

Elizabeth Adams: Thanks Ted.

Rikin Gandhi: @Jude Asimwe: We've found success by partnering with existing public or private extension systems. That's where we've found success in engaging farmer groups most effectively -- rather than trying to "disintermediate" existing extension systems.

Ted Johnson: Current and future countries for the 3-2-1 service:
<http://321online.org/about/>

Masresha Taye: @Rikin, how can extension services through IVR be easily implemented in pastoral contexts?

Merrill Jordan: Thanks Ted!

Marissa Germain: But, how is that sustainable? I'm sure costs are incurred to develop that content.

USAID Agrilinks: Thanks, Ted!

Madeleine Smith: SPRING is very interested in how nutrition-sensitive agriculture information is integrated. Can you talk a bit more about the nutrition content, and how nutrition may be integrated in other options on the 3-2-1 menu?

Lily Alcock: Is there a cost associated with 321 service if someone is accessing from a different cell provider (i.e., orange v. claro in Caribbean).

USAID Agrilinks: This gets at financial sustainability questions.

Jude Asimwe: Great Rikin, thanks for the presentation.

Torsten Mandal: @Rikin and others, I can assist with new content to extension info solving key problems of costs, risks, sustainability and gender.

Rolando Zamora: It would interesting to know what's more effective, when communicating with users, SMS or calls?

Torsten Mandal: Standard guidelines are sometimes stupid.

Heather Gilberds: @Rikin @Judy @Sadrine: content is often provided by the extension system, as well as researchers and agronomists. Re: Business model,

partnerships with MNOs reduces costs, and private sector organizations see it as a valuable tool to promote their products or to link growers to buyers.

- Rikin Gandhi: @Masresha Taye: IVR is often most useful for pastoralist communities esp., since they are mobile communities and extension services traditionally find it difficult to engage with them. An IVR service enables a pastoralist to have support wherever they are.
- Enno Mewes: Dear Rikin, thank you for your well done presentation. I would have a question. You mentioned that you can collect a lot of data that you can make use of. How do you deal with data privacy issues?
- USAID Agrilinks: Thank you, Heather.
- Joseph Aghatise: Does the 321 service generate outbound calls automatically or simply an inbound service?
- Dick Tinsley: Financial sustainability is a critical concern in countries with virtually no tax base: <http://smallholderagriculture.agsci.colostate.edu/financially-stalled-governments/>
- USAID Agrilinks: Good questions, everyone!
- USAID Agrilinks: We are jotting them down.
- Lily Alcock: What's the experience been with buy-in from local farmers to access on a regular basis?
- Heather Gilberts: @Joseph: The platform also enables automated outbound calls.
- Torsten Mandal: Content are often provided by specialist neglecting systems and sustainability, or by those with focus on systems neglecting necessary details.
- Sandrine Chetail: @Heather - thanks Heather...however, even extension services need to be paid somehow to be sustainable...wondering how this is sustainable?
- Kwamena Quagraine: Is it in only one or multiple languages in the countries?
- Sam Oeurn Ke: I would like to know what are the main challenges of IVR?
- Rikin Gandhi: @Enno Mewes: Data privacy is a concern but the approach is to use data to target information for an individual farmer (along the lines of say, Google AdWords) rather than sharing an individuals' data with others. Farmer voices that are shared with others also need to be done so on an opt-in basis.

Masresha Taye: @ Rikin, Thanks. How can infrastructural problems be managed to address the pastoralists. Any innovative approach?

Heather Gilberts: @kwamena: It is available in any language

USAID Agrilinks: Wow!

USAID Agrilinks: 10 million callers per month!

Merrill Jordan: That's amazing!

Heather Gilberts: Really amazing scale plan!!!

Tiana Campos: That is a good question Malissa, about the sustainability... I am also interested in discussing it.

Joseph Aghatise: What percentage of that number of calls are made by small rural farmer?

Alberic Hibon: Can IVR include basic financial operations, like payment of a service or receive payment at harvest? See www.mbim.com.pe

Alberic Hibon: Sorry, www.mibim.com.pe

Rikin Gandhi: @Masresha Taye: It depends on which aspect of infrastructure needs to be addressed. If there isn't phone connectivity, then it would be difficult to have IVR be a solution until a telecom operator expands its network coverage but there could be asynchronous ICT alternatives (e.g., video, audio-based MP3 players).

USAID Agrilinks: Very cool stuff, David.

Sandrine Chetail: Is this system interactive, i.e., can farmers ask their own questions, or is it push only?

Torsten Mandal: Fine, but simplified standard replies may neglect soil and water conservation, agroforestry etc. if simply crop based.

Joseph Aghatise: Good question, Sandrine.

Silvia Alonso: I would be interested to hear more on quality controls processes for content and how often content gets updated, etc.

Rikin Gandhi: @Alberic Hibon: That's a good point. Yes, IVR could be used for processing financial transactions (esp. as an alternative to text-based approaches that are only accessible to literate folks).

Elizabeth Adams: Do you get content from different NGOs/Contractors in each country? For example, one org sends you health messages and another sends ag

messages? Have you had issues with more than one organization wanting to contribute slightly different content to the same subject area?

- Alberic Hixon: Thanks, Rikin.
- Masresha Taye: @ Rikin, is there an option from the server to understand number of repeated requests - request type, caller, and geographical distribution?
- Nicole Bartelds: Do you use the location of the farmer in order to make content more specific?
- USAID Agrilinks: User-generated content!! How cool!
- Haskell Noyes: Can you share approximately how many active users you have in Cambodia?
- Heather Gilberds: @Maresha yes it is possible to understand everything about the caller behavior.
- Joseph Aghatise: Rather than interact with a call center, I think a system that also interconnects farmers in a given community i.e., user group would be highly appreciated.
- USAID Agrilinks: Great -- thanks to David!
- Merrill Jordan: That was incredibly informative, thank you!
- Joseph Aghatise: Think*
- Daliso Chitundu: @ David, what is your presence like in Zambia? Also, how are you providing individuals with tailored advisors especially with us here in Zambia having 72 languages?
- Sam Oeurn Ke: Thank you very much David.
- Joseph Aghatise: Thank you David.
- Heather Gilberds: @David So interesting!! Thanks David!!
- Curan Bonham: Amazing! That blew my mind.
- USAID Agrilinks: Super interesting stuff.
- Nina Getachew: Thanks, David. You do an incredible work, very interesting.
- USAID Agrilinks: Great content so far, thanks to our presenters!
- Mark Leclair: Thanks for the plug on radio Judy!

Torsten Mandal: Possibility to download PDF and podcast when or where access is affordable can be great (e.g., Wi-Fi, SD-cards, PC-cables, and low byte versions).

Mark Leclair: Farm Radio International is doing just that in a couple of the New Alliance ICT Challenge grants.

Zachary Baquet: Another ICT approach empowering pastoralists in Kenya and Namibia <https://usaidpubs.exposure.co/empowering-pastoralists>

USAID Agrilinks: Thanks, Judy.

Heather Gilberts: Thanks Judy! If anyone would like to know more about VOTO Mobile, let me know!

Merrill Jordan: Thanks Judy.

Cyd Hamilton: Are there similar systems being utilized nationally for Tribes and First Nations countries??

Torsten Mandal: For pastoralist area, warnings and wanted info on livestock stealing can be good too.

Masresha Taye: @ Heather...it's super cool stuff... I want to know more...m.taye@cgiar.org

Zachary Baquet: Using smartphones and an app to observe and document land use, soil properties, erosion, precipitation and topography in their local environments.

Aditya Sethi: @Masresha: this is Aditya from Digital Green. Yes, you can analyze the data breaking it down into geographical locations, repeated requests, call duration etc. Most IVR services give you the analytics.

Jude Asimwe: Thanks @ David, how do you deal with receiver fatigue? Information is plenty much the same throughout.

Torsten Mandal: Anyone interested in better agroforestry extension and integrated soil fertility?

USAID Agrilinks: We are!

USAID Agrilinks: Do you have resources to share, Torsten?

Torsten Mandal: I developed and documented several new solutions to key problems ready to extend.

USAID Agrilinks: The application of IVR specifically to improve soil management is intriguing.

Masresha Taye: @Aditya, Thanks. As a research for development organization, such variables are important.

Torsten Mandal: TorstenMandal@gmail.com

USAID Agrilinks: Great!

Daliso Chitundu: Does anyone know of any 24h Agricultural focused radio station?

USAID Agrilinks: FYI -- for anyone interested in submitting content to Agrilinks, please email agrilinks@agrilinks.org or me directly, at djames@kdad.org

Heather Gilberts: Here is a good resource about SMS vs IVR:
<http://linkis.com/www.ictworks.org/201/U3tQH>

USAID Agrilinks: Thanks for sharing, Heather.

Joseph Aghatise: Neil, I am interested in farmer-to-farmer discussion. Could you explain how this work?

Torsten Mandal: I can easily be found on LinkedIn, Facebook or Google name and PDF.

Cyd Hamilton: Torsten I'm interested in agroforestry integration to increase soil fertility; agro-silvo-pastoral systems seem exceptionally useful in forested habitats.

USAID Agrilinks: Reminder that if you want to start privately chatting another attendee in particular, you can also start a private chat with them!

Rikin Gandhi: @Joseph: Check out Neil's early research paper (from 2010) on a farmer-to-farmer IVR forum:
http://hci.stanford.edu/neilp/pubs/chi2010_patel.pdf

USAID Agrilinks: We are happy to see so many of you making good connections.

Torsten Mandal: Thanks Cyd, standard guidelines waste seed and time for the main species.

USAID Agrilinks: Thanks for sharing that Rikin.

Aditya Sethi: @Masresha, agreed. Besides giving more insight into the results, it also allows to better target content and improve the solution.

Heather Gilberts: Thanks @Rikin! Very interesting paper.

Kyle Murphy: For the Q&A session, I would be curious to hear what the presenters would identify as the key open questions for improving the uptake/impact of their systems.

S F: Where can I go to share the recorded version of this talk?

Loretta Ishida: IVR seems to address at least one consideration that is tied to gender - accessible to low literacy people; are there other gender considerations that we need to understand related to IVR?

USAID Agrilinks: S F - the webinar recording will be available on the event page about a week after the event.

Merrill Jordan: I would be interested to hear if and/or how IVR measures the gender of a caller.

Mark Leclair: If anyone is interested here is a short piece about how we used IVR in 4 countries to gather feedback from women's farmer groups:
<http://www.farmradio.org/ourblog/2015/11/24/her-voice-on-air-amplifying-the-voices-of-women-farmers/>

Merrill Jordan: Great question Loretta!

Kristen MacNaughtan: What is the quality control of info through F2F in Awaaz.De

David McAfee: The 321 Service is live in Cambodia, but hasn't been officially launched yet. If you're in Cambodia and have a CellCard phone, call 321 and give it a try.

Merrill Jordan: Thanks Mark!

USAID Agrilinks: Thanks, Mark!

Mark Leclair: You're welcome. It's sort of the tip of the iceberg in terms of how IVR integrates with radio programs in our work.

USAID Agrilinks: Thanks for that, David.

David McAfee: If you'd like to try the 321 Service you can call our US-based demonstration line: 1-720-500-1055. Feel free to leave us a message!

Heather Fabries: I believe in David's talk he said that 10 messages are free. To understand, if 10 messages are sent to receivers and then the receiver calls a center for information, would that 11th transaction be charged? Or are all of the messages pushed out free and anything that is initiated by the subscriber count towards the 10?

Merrill Jordan: @David, could you shed some light on if/how HNI measures the gender of the caller or if it's possible?

David McAfee: Just to be clear, the first interaction comes from the farmer.

David McAfee: They call 321 at a time and place of their choosing.

David McAfee: They get 10 free calls per month.

David McAfee: That's why we call it a "pull" service.

Merrill Jordan: @David, you mentioned a push method briefly in your talk. Could you expand on how much the push service is used currently or how you're hoping that it will expand?

Marissa Germain: What is the biggest challenge to scaling this service?

Sam Oeurn Ke: @ David, I saw in your presentation about Cambodia where I am from, what project with Cellcard company out there?

Joseph Aghatise: Thanks Rikin.

Torsten Mandal: Blanket recommendation not adapted sufficiently to individual fields, intercropping patterns and farmers could be a challenge.

David McAfee: @Merrill: We ask our callers to register if they'd like us to push content to them. We ask their sex, age and location. We started this in March in Malawi and already have 20,000 registered users.

USAID Agrilinks: Great to see such a robust chat happening here!

David McAfee: For those of you in Ghana, we just launched the 321 Service yesterday. Vodafone is our partner there. Call 321 on a Vodafone phone if you're in Ghana.

USAID Agrilinks: Nice update, David!

Joseph Aghatise: David, can the user call in and ask question outside your pre-configured options?

Merrill Jordan: @David, thank you! That is very informative and helpful. I appreciate it.

David McAfee: @Sam: if you have a CellCard phone in Cambodia, call 321 and try it. Most of the content is public health focused. But we also have crop pricing.

Sam Oeurn Ke: @ David, thank you very much for information. I appreciate it very much.

Nina Getachew: @Patel What are some of the challenges applying the service in Ethiopia?

Carole Chapelier: Very interesting to hear this example from Ethiopia Neil. We had the same experience with a pilot in North East Kenya.

David McAfee: @Marissa: We have two scaling challenges: Promotion Farmers need to know about the service) and providing the content that farmers most need.

Jude Asimwe: @David, when are you launching in Uganda?

Marissa Germain: @David, that's the piece that I'm wondering about. How do you make sure that the information is update and who is taking ownership of content generation?

David McAfee: @Jude: Probably June. I can put you in touch with our Program Manager there, Jamie Arkin.

Noor Seddiq: @David - Will you be implementing the same system 3-2-1 in Afghanistan?

Noor Seddiq: How soon?

USAID Agrilinks: Thank you Neil!!

Jude Asimwe: That would be great.

Glen Burnett: Does anyone have thoughts on how this should be integrated with other channels? How do you create that omni-channel engagement that gets IVR to work in conjunction with other systems (agents, radio, SMS etc.)?

Dick Tinsley: Will this ever be institutionalized into a public sector extension program, or always and externally supported activity dependent on donor funding and collapse once donor funding ends?

Noor Seddiq: Many thanks Judy, Rikin, David and Neil for the wonderful presentations.

Heather Gilberds: @Mark Leclair from Farm Radio is a good person to ask about this!

Merrill Jordan: Glen, great question. I'm also interested in learning about this.

Glen Burnett: Merrill-it's one of my favorites!

Merrill Jordan: @Glen, have you found any good resources on this topic?

Mark Leclair: Thank Heather! Yeah, if anyone is interested in how radio can complement IVR channels we do a lot of that at Farm Radio International.

Tom Lenaghan: Neil: Thanks much. What is the financial model for the Ethiopia case? Is it similar to what David described for 3-2-1? The Phone company agrees to donate time in return for content & free development of the IVR tool?

Mark Leclair: <http://2015.farmradio.org/>

Elizabeth Adams: I'm interested in getting the contacts for 321 in Malawi and Ghana.

Dick Tinsley: A quick promotion for those interested in smallholder agriculture please visit the website: www.smallholderagriculture.com

Glen Burnett: And another, are there examples of creating ongoing feedback loops using IVR that can collect more unstructured data, (private sector examples of this are Clarabridge and Angel or whatever those guys are called now that Microstrategy acquired them)?

Joseph Aghatise: Glen, can you give me your email?

Elizabeth Adams: Have any of you had experience going through cooperatives to expand uptake / get content?

Glen Burnett: And then how does that feed into Omnichannel approaches so that it isn't just push of questions but pull as well?

Torsten Mandal: Targeted help / advice to the poorest will also be needed - even if many have phones, most only have very little available air time.

Aditya Sethi: @glen: we have been piloting multi-ICT linkages to see how these can amplify and reinforce each other. We have a Video (Digital Green), Radio (Farm Radio), IVR (Awaaz.De) and mobile app (Dimagi) consortium in Ethiopia.

Madeleine Smith: I am also interested in IVR contacts in Ghana - SPRING is initiating a study on integrating nutrition-sensitive agriculture content into agriculture information systems in Ghana. Please feel free to email me: madeleine_smith@jsi.com

Joseph Aghatise: Hope to be part of future meetings around ICT4Agric.

Heather Gilberts: @David Thanks for discussing VOTO's great relationship with HNI for 3-2-1!

Joseph Aghatise: Have a training session to take now. Nice meeting your all. My email is jaghatise@gmail.com

Torsten Mandal: (Part-time) farmworkers can also be trained to advise and facilitate access to seeds, sellers, buyers etc. + showing how work can be done better.

Joseph Aghatise: Will want to work with any partner interested in Nigeria's agriculture and health sectors.

Noor Seddiq: CBCMP Phase II is interested in IVR in Afghanistan- please feel free contact me at: nseddiq@cbcmp-org

Glen Burnett: Yeah we (Practical Action) have done it in Bangladesh with Web, extension agents, call center radio and SMS, but I'm trying to see who else is doing this. Aditya, your example sounds great.

Torsten Mandal: Demonstration and, verification and modification trials are also an important part of extension. It can be combined with phones, images, etc.

Glen Burnett: And a follow on to that: how do we get multiple examples of these channels to work together across organizations?

USAID Agrilinks: Please also check out the links to the left of your screen!

USAID Agrilinks: They are great resources for more info.

Glen Burnett: (Agrilinks--THAT IS A GREAT NEW FEATURE!)

Dick Tinsley: If relying on government recommendations how idealistic and rigid are they. This gets back to my original comment on operational feasibility as an administrative void in the development process and the rational compromises farmers make in optimizing the recommendations to their limited labor and other operational restrictions.

Mark Leclair: I'm interested about ideas of trust and how they encourage interaction with different channels. We find having trusted radio broadcasters promoting IVR services is good way to get farmers interested (and reach tens of thousands of people with promotion of the services).

USAID Agrilinks: Judy's new blog post is also available as one of the links in the "web links" pod.

Alex Dunlop: @Dick Tinsley, good question. Digital Green has seen success in institutionalizing its video-enabled approach into public extension systems in Ethiopia and India, but so far I think the IVR service is dependent on the telecoms companies. Each country has its own regulatory structure which either helps or hinders the ability to scale up the service.

Glen Burnett: Practical Action has a wealth of locally created content we want to engage with others to get out there. Check out <http://answers.practicalaction.org/>

USAID Agrilinks: And, you can download the presenters' fabulous slides from the resources pod!

Aditya Sethi: @glen: data/content sharing is important. Content needs to be synced across channels. Also the use case for each ICT needs to be carefully evaluated and integrated with existing extension. That has been some of the learning so far.

Glen Burnett: Content is a huge thing here, and is also an issue for Telcos.

Mansi Anand: Hi! Would the recording of this session be made available to the participants later on?

USAID Agrilinks: Mansi, the recording of this webinar will be available on the event page in about a week.

Marissa Germain: Thank you for such a wonderful presentation!!! I learned a lot!

USAID Agrilinks: You will also receive an email notifying you once all the resources are posted.

Merrill Jordan: Oh fantastic.

Mansi Anand: Great! Thanks!

USAID Agrilinks: Marissa, so glad to hear it!

Merrill Jordan: Thanks.

Glen Burnett: How much of this discussion should be around how to do the best IVR versus creating the best content? User centered design and human centered design can really help here.

Aditya Sethi: Glen: would love to learn more about your work at Practical Action with multi-ICT linkages.

George Staicu: Thanks Dick Tinsley for the web link www.smallholderagriculture.com/ (y) Keep in touch!
(<https://ro.linkedin.com/in/georgestaicuromaniaconsult>)

Joseph Aghatise: Am back here.

Glen Burnett: (Podcasting in local language!)

USAID Agrilinks: So glad that more than 100 folks were able to join us online today!

Mark Leclair: mleclair@farmradio.org if anyone wants to get in touch.

USAID Agrilinks: Rikin now speaking.

Ellen Mathys: I would love to learn more about what work may have been done linking IVR with early warning messaging.

Kassim Sheghembe: Question and Answer achieve scale when integrated with Radio.

Frank Lusby: Are any of these services commercially viable without donor support?

USAID Agrilinks: There have been such an impressive number of questions today that we won't be able to address them all, but we will try to get answers to all of them for you and post those on the event page as a resource as well!

Glen Burnett: Aditya and Joseph: connect with me at glen.burnett@practicalaction.org.uk

Glen Burnett: Frank.

Kassim Sheghembe: In most of our farmers programs we provide the IVR service where farmers get the chance to record their questions.

David McAfee: Here is my contact info: dmcafee@hni.org Skype: davidmcafee1442

Glen Burnett: Absolutely yes.

Glen Burnett: GSMA did report a few months back that Wayan Vota had as part of one of his tech salons.

John Dwyer: This has been a wonderful webinar, thank you hosts and presenters! This last question/topic on integrating services across platforms (IVR, SMS, Radio, etc.) would probably make a great webinar on its own.

Kassim Sheghembe: RADIO + IVR.

Glen Burnett: They talked about the need for VAS.

Glen Burnett: In Telcos.

Glen Burnett: That is one area where it can work.

Merrill Jordan: @John, I agree and would be very interested to hear more in a webinar about this.

USAID Agrilinks: John -- noted!

Glen Burnett: But the model is tough, but doable.

Glen Burnett: @John--if you are looking for big questions around this, we'd be happy to help. We talk about this a lot.

USAID Agrilinks: So many!

Kassim Sheghembe: Yes @Rekin, well-put.

Alex Dunlop: @Glen Rikin is addressing your question about different ICT channels now.

Glen Burnett: Yeah.

Noor Seddiq: Digital Green already works in Afghanistan and is pretty successful. Hope HNI starts soon as Afghanistan will need more of ICT work.

Mark Leclair: FRI uses a self-opting process where people self-register themselves.

Glen Burnett: @Alex I know, I love this topic!

Mark Leclair: Also, in Ghana we have used call centers to collect additional info about users.

Noor Seddiq: Great and informative webinar- thank you.

Mark Leclair: Works nicely.

Heather Gilberds: @john @Merrill @Kassim VOTO and FRI will be discussing Radio + IVR for smallholder agriculture at ICT4Ag in DC.

Heather Gilberds: In June.

Glen Burnett: ICT4Ag will have this as a common theme I think.

Glen Burnett: Link for you: <http://ictforag.org/>

USAID Agrilinks: Thanks to you all for sharing your resources and experiences. It's made for a rich discussion!

John Dwyer: Great!

John Dwyer: Thanks @glen and @Heather.

David Onyango: Great webinar! Kindly consider holding one to explore in depth the best integrated approach.

USAID Agrilinks: Thanks for the input, David O.

Zachary Baquet: If you have examples of how you integrated gender into your work, check out this call for examples: <https://agrilinks.org/blog/call-cases-feed-future-programs-learning-gender-integration-and-women%E2%80%99s-empowerment>

George Staicu: As usual a VERY INTERESTING webinar full of learning info and experiences! Congrats to USAID, KDAD, Agrilinks, Judy and all to the presenters for this direct and productive knowledge sharing!! George Staicu - Independent Senior Banking/Microfinance/Public Finance

Consultant, Project manager, Trainer, Lecturer, Conference Speaker, Panelist, Strategic workshop Moderator / Facilitator.

USAID Agrilinks: Please see Zachary's link above!!

USAID Agrilinks: We have a call for cases on integrating gender into your work. We want to hear from you!

Kassim Sheghembe: Very interesting VOICE biometric.

Merrill Jordan: @Zachary, thank you!

Sam Oeurn Ke: Thank you very much.

Twanna Hines: Thanks!

Ellen Mathys: Fabulous webinar!

Carole Chapelier: Thank you for an excellent event.

Aditya Sethi: Great webinar! Thank you.

Kyle Murphy: Thank you so much! This was great!

Heather Gilberds: Great webinar!!

Elizabeth Adams: Thanks for a great session!

Neil Patel: @Nina, challenge is developing a system that can handle a large number of questions, and getting buy-in from the Ministry to continue to develop the service

Torsten Mandal: I developed lighter ways of establishing and managing women trees
TorstenMandal@gmail.com

Noor Seddiq: Many thanks.

Tiana Campos: Thanks.

[End of chat transcript]