

Report Summary on:

Relevant and Development- Oriented Digital Content for Farmer Community in Laikipia County of Kenya

Survey Figures:

- Survey period From Dec 2019 to June 2020 June
- One County surveyed
- Population of 518542 farmers targeted
- Sample of 404 interviewed

User
digital
needs

Barriers

Critical
success
factors

Digital
models

Opportunities
&
Lessons

Summary of Top Level Findings:

- 1) Low levels of awareness, Lack of digital skills, high cost of internet and low internet connectivity are among key barriers and challenges to digital content accessibility.
- 2) 48 % of the farmers' access internet at least once a week, 52 % access it less than monthly or never and Only 1% of farmers relied on digital /on-line content as the main source of agricultural information
- 3) 51.9 % Preferred digital content on crop production practices & Principles, 19.31 % seek information on Agricultural Engineering and the rest desire content on livestock production, Agricultural Marketing and general information.
- 4) 55.53 % of total respondent recommended Kiswahili as a preferred on-line language, Kikuyu and English were second and third at 21.58 % and 20.53 % respectively
- 5) Digi farm, Kenya Agricultural Observatory Platform, Digital Green, Acre Africa and Cabi Bioprotection were the five agricultural digital models most accessed and also preferred in terms of functional qualities.
- 6) Ease of access, information relevance, understandable language and security of personal information topped the list of desired functional qualities of digital platforms
- 7) The top three e-government services used over the last twelve month were iTax (15.84%), Driving license (6.19%) and Business registration (4.95%)
- 8) Majority of the farmers are yet to embrace and take advantage of opportunities presented by e-commerce and e-banking platforms. 67 % reported that they have never bought farm inputs or any product on-line while 88 % have not used on-line banking service

What worked well:

- Strong partnerships and collaboration among stakeholders. The County Government of Laikipia provided information that allowed access to farmers, the consortium gave technical support, the farmers overwhelmingly responded to questions asked and Survey sponsors (DFID).

What didn't work so well:

- Covid-19 control measures limited direct access to farmers, necessitating telephone interviews

Key and wider Learning:

- Awareness creation, Targeted skill developments, Reduced internet cost, development of relevant content are key interventions required in bridging the digital gap.
- There is higher demand for digital content in crop production and Agricultural Engineering (farm mechanization & soil and water conservation)
- SMS and Social media (WhatsApp and Facebook) are the most accessible digital platforms and can be used to deliver relevant Agricultural content to the farmers and therefore provide a great opportunity for digital content delivery.

Project Impact

The underserved and excluded women and girls of Laikipia County become digitally included and able to utilize available relevant local digital content for sustainable community development.

Project Outcomes

1. Increased understanding of the user needs for digital content and barriers to accessing locally relevant, gender-sensitive and development-oriented digital content.
2. Increased capacity to access and use of locally relevant digital content.