



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development  
and Cooperation SDC

# Social innovations triggered by videos: Evidence from Mali

Jeff Bentley  
Paul Van Mele  
Gérard Zoundji  
Samuel Guindo



November, 2014

Agro-Insight



AccessAgriculture



AGRO  
insight  
communicating agriculture

# Acronyms

AEDD	Agence d'Environnement pour le Développement Durable
AFRICARICE	Africa Rice Center
AKF	Aga Khan Foundation
AMASSA	L'Association Malienne pour la Sécurité et la Souverainet
AMEDD	Association Malienne d'Eveil au Développement Durable
CCAFS	Climate Change, Agriculture and Food Security
CFA	The West African Franc (Communauté Financière Africaine)
CIAT	International Center for Tropical Agriculture
CVD	Cellule Villageoise de Développement
CMDT	Compagnie Malienne du Développement de Textiles
CRS	Catholic Relief Services
DRA	Direction Régionale de l'Agriculture
DVD	Digital video disk
FARA	Forum for Agricultural Research in Africa
FFS	Farmer field school
ICRAF	World Agroforestry Center
ICRISAT	International Crops Research Institute for the Semi Arid Tropics
IER	l'Institut d'Economie Rurale
IFDC	International Fertilizer Development Center
IRD	International Relief Development
IRRI	International Rice Research Institute
MOBIOM	Mouvement Biologique Malien
MYAP	Multi-Year Assistance Program (USAID)
NGO	Non-governmental organization
OP	L'organisation paysanne
OV	l'organisation villageoise
PAFA	Programme d'Appui aux Filières Agricoles
PLAR	Participatory learning and action research
SDC	Swiss Agency for Development and Cooperation
UACT	Union des Agriculteurs du Cercle de Tominian
UCD	l'Union Communale de Développement
USAID	United States Agency for International Development
WFP	World Food Program

**Cover photo:** Women in Daga village watch striga videos

## Table of contents

Acronyms .....	2
Contents .....	3
Summary .....	3
0. Introduction .....	4
1. Institutional change in villages .....	5
2. Institutional change in organizations .....	16
3. Conclusions and recommendations .....	24
References cited .....	27

## Summary

Since 2012, hundreds of organisations across West Africa have shown a series of ten videos on Fighting striga and improving soil fertility to farmer groups and rural communities. This paper asks if a village would change its social structure just because they watched these videos? Field research in Mali revealed that the answer is yes, sometimes, especially if they watched the videos in groups and saw other farmers in the videos doing group activities. Seeing other farmers engage in collective action was inspiring. Some of the institutional changes we found at the village level include:

- Various groups added hand-pulling of striga to the repertoire of services they offer for pay.
- Some groups now collaborate on hauling compost, and making compost pits.
- Reciprocal hand-pulling of striga in cooperatives in the village Sirakélé.
- Young women in two villages (Orgnon and Sirakélé) credited *Let's Talk Money* with helping them to improve their accounting, to see if they were making a profit.
- The people in the village of Kouna created a committee to show the videos.

The villagers have adopted and experimented with various agricultural techniques proposed in the videos, including compost making, hand-pulling of striga, inter-cropping with legumes and micro-dose of mineral and organic fertilizer. Many are now pleased to be making compost with plant matter, rather than with just animal manure. They say that these innovations helped them to manage striga.

Some of the partner organizations (e.g. AKF, UACT and AMEDD) screen the videos often and distribute DVDs, often through former FFS farmer-trainers. As a result of the videos, AMASSA has increased ties with ICRISAT, AMEDD and CMDT which probably has the largest number of active field extension workers in Mali.

Radio Moutian broadcast the soundtracks and discussed them with farmers on the air (with help from UACT), which enhanced the station's standing in the public eye. CRS wants to start using the videos. AMEDD has initiated new research with farmers on zero-grazing and manure management, as a result of the joint learning around the videos.

## 0. Introduction

**Background and objective.** We have seen from previous work that farmers who watch learning videos are always, or almost always, able to find some technical information which captures their imagination to the point of experimenting productively with the new ideas (Bentley et al. 2014, Bentley and Van Mele 2011). This relates with earlier studies, showing that farmers respond creatively to new ideas learned via other extension formats (Van Mele et al. 2011, Bentley et al. 2010).

Recently, certain critics have scoffed that farmers in Mali would not be able to use videos, because of a lack of electricity and equipment. Yet, in 2013 we learned that many farmers (and NGOs) do manage to watch the videos under challenging circumstances, and use the technical information (Bentley et al. 2013a).

**Social vs. individual innovations.** Some technical innovations can be adopted by individuals. E.g. a hermit can change the sowing density of the peas, without worrying about what the neighbors are doing. But other technical innovations are obligatorily social. For example, adopting the cell phone in isolation makes little sense. The experience is greatly enhanced if one's friends and contacts also get phones and exchange numbers.

In this study we wanted to see what sorts of social innovations the villagers were trying to facilitate technical innovations: for example women in Benin joined together in groups to parboil rice (Zossou et al. 2010). We were also looking for socio-structural change not neatly related to technology (new savings and loan groups might qualify as an example).

**Method.** We interviewed farmers in 13 villages (mixed groups of women and men) followed by a field visit to see some of the innovations people had mentioned in the interviews. We also interviewed people in 12 government organizations and NGOs (often a leader, but sometimes accompanied by others as well). Some of these organizations also worked in the villages we visited, allowing us to triangulate some of the responses.

For villages and organizations, we used a survey form with 13 or 14 questions. This proved to be long, cumbersome and repetitive. In the future we need to keep it shorter and sweeter.

**Table 1. FFS and video screenings**

Village	FFS vs video	First <sup>t</sup> screened
<b>Mopti Region</b>		
Promani	FFS & video	2013
Madiama	FFS & video	2012
Kouna	Only video	2012
Torokoro	Only video	2012
Orgnon	FFS & video	2012
<b>Ségou Region</b>		
Dobo	FFS & video	2012
Hasso	FFS & video	2013
Daga	Only video	2012
Togo	Only video	2014, Jan
<b>Sikasso Region</b>		
Nampossela	FFS & video	2012
Zantiela	Only video	2012
N'Tonasso	Only video	2012
Sirakélé	FFS & video	2012

# 1. Institutional change in villages

Some of the 13 villages had FFS and videos; others had only watched videos (Table 1). Most of the villages saw the videos in 2012, soon after they were released (Table 1), except for two villages that saw them later.

## 1.1. Which videos did they watch?

The villagers usually watched all 10 striga videos (Case 1). People remembered some topics better than others: e.g. hand-pulling, and striga biology, followed by compost making, and intercropping with legumes. In general, the audience recalled the videos well, which is remarkable since some had not seen the films for two years, and had only watched them once. There is no obvious difference between FFS and video villages.

### Case 1. Village of Orgnon. They watched all the videos

AKF only showed them the videos once, yet they could easily describe the contents of the videos and one young woman, Kadia Diarra, even mentioned the last video on economic analysis (*Let's Talk Money*). Kadia explained that the video had changed the group of women. Before, they would each bring 100 CFA to their meetings and after a certain time they would divide the money. While watching the video, the women realized that the keeping track of their money was important. Now they loan the money as credit for small business. After three months the borrower pays back the loan, plus 5% interest.



In Orgnon the young women kept better track of their money after watching the video "Let's Talk Money"

In Orgnon they learned from the videos that they can put plant stalks and leaves in the compost, so they can make more compost. Before, they only used manure. They gave their copy of the DVD to a man who showed it many times at his house until the whole village saw it.

They still tend their FFS plot. AKF has organized the other villages to buy seed from Orgnon, and through AKF, the villages have made contact with each other and stay in touch on the phone. They talk about seed, and the weather.



Lasting technical change: intercropping with cowpea to control striga

## 1.2. How often people watched the videos

With a few exceptions, most people had seen the videos once or twice (see Case 2)(Table 2).

### Case 2. N'Tonasso village. They watched the videos once

N'Tonasso was once a village, but it is now being swallowed by the city of Koutiala. They saw the videos once, in 2012, but they could discuss them intelligently. The village had set up five women's groups with AMEDD, to manage money. Each month when they meet they each give 1000 CFA. Women can borrow cash for three months at 5% interest. The members also put

125 CFA into a box for the group to use to rent chairs or to buy cooking utensils or to sponsor events.

Mr. Bougouna, the director of AMEDD, explained that the groups are organized to give women agricultural or income generating activities and to help them raise money to build schools or other useful structures. AMEDD developed its idea of forming groups as a result of its work with ICRISAT and the FFSs that led to the videos.

***Even watching just once can make a difference.*** One man in N'Tonasso had no grand title like counselor to the chef du village, or professor of Arabic. Alou Goïta simply introduced himself as a farmer, but he spoke up a couple of times, e.g. saying that in the video he learned about compost. He said he had even had made a compost pit himself, and it wasn't far away, if we wanted to see it.



Alou Goïta with his compost pit, filled with maize husks

The whole group followed Alou to his house, where his family was sun-drying beautiful ears of yellow maize, the first harvest. There by the back wall was a pit about a meter wide and five meters long. Alou said it was 1.5 m deep. They had emptied the compost pit once and had since refilled it with household refuse, ash and maize husks to make compost for next year. The looks of surprise on his neighbor's faces, and the pride in Alou's, showed that most of them had no idea he had done this innovation. No doubt some of them are now thinking about following his example.

### 1.3. How people watched the videos

Twelve of the 13 villages had had a public screening (Table 2). Most screenings were facilitated by extension agents who could answer questions (Case 5). There were some private screenings by villagers who received DVDs (Case 3). It is perhaps surprising that even with such careful distribution, only in about half of the villages people watched the videos more than once. In Bangladesh villagers who received DVDs were much more likely to show the videos, and often watched them dozens of times (Bentley, Van Mele and Harun-ar-Rashid 2013). Of course in Bangladesh all of the villages studied had electricity, and video players were more common than in Mali. But perhaps the most important difference: in Mali the DVDs were given to local farmers, while in Bangladesh they went to many kinds of actors, and some (such as tea stall owners, and local governments and NGOs) were more likely to show the videos than others. How videos are distributed makes a big difference as to how videos are watched.

**Table 2. How often they watched the videos, how they watched them and DVDs left in the village**

Village	Times seen	Description of screenings	DVDs left
<b>Mopti</b>			
Promani	Many	AKF gave a public screening at the village school. They watched all 10 videos, pausing after each once to ask questions. They later watched the videos several times on their own	6
Madiama	3	AKF gave them 3 public screenings and left 2 DVDs, but the villagers claim that one copy does not work. The man who has the DVD has shown it at his home several times, for many people	1
Kouna	15	AKF showed it once. The village leaders then organized a video committee to show the video in the evening, in the <i>place publique</i> , for 2 weeks. See Case 10	11
Torokoro	1	AKF gave them one public screening. Many of the village leaders were absent that day	1
Orgnon	1	AKF showed them the videos once, under a large tree next to the mosque. One villager received a DVD; he has the equipment & showed the videos several times for other people	1
<b>Ségou</b>			
Dobo	1-2	No public screening, but Mr. Dabou, showed all 10 videos at home, twice. Another person showed the first 3 videos once. 10 people watched the videos at the home of a Catholic priest	4
Hasso	1	UACT facilitated one public screening. Some people also came from neighboring villages	2
Daga	Many	UACT screened it once, but could not get the videos to play in Bomu, so they showed them in French. Several private screenings too (see Case 7)	2
Togo	1	UACT showed the videos once, at the end of a large training on onions. Farmers from some other villages also attended. Many people later watched the videos on DVD, in private homes	2
<b>Sikasso</b>			
Nampossela	2	AMEDD organized two public screenings with ICRISAT. As many as 600 people at a time may have watched the videos	100
Zantiela	1	AMEDD gave one public screening, as part of a nutrition project	0
N'Tonasso	1	One public screening	2
Sirakélé	1	500 people attended a public screenings. There were 3 screenings in private homes	7

### **Case 3. Dobo village. No public screening**

Dobo had a field school in 2007, on striga, with UACT. The village works with several institutions and has various organizations, including some small groups of women and one large women's group over all of the other women's groups. The organizations in the village can be ascribed to the influence of UACT, and perhaps to the FFS they had after 2007.

The people watched the videos once, twice or three times in small groups, mostly men and children. But most people did not see the videos. Of 17 people present at our focus group, only four had watched them. There was no public screening. Because UACT didn't screen the videos for the people, the people may have under-estimated the videos. *A public screening says "this is important and valuable" and may be more crucial than having an experienced extensionist along to answer questions.*

UACT gave two DVDs to one leader, who later got another DVD from CRS, so he had three of the four copies in the village. When one person gets three or more copies of the DVD he usually keeps them all. Lesson: one is enough. If you have three DVDs, put each one into the hands of different people: including men, women, and youth.

## 1.4. How many copies of the DVD stayed in the village?

One village received no copies of the DVD, and one got 100 (see Case 4), but most communities just got a handful (Table 2). More important than giving away lots of copies, is giving them to the right people, who can and will show them to others.

### Case 4. The village of Nampossela. 100 copies of the DVD

Many people here watched the videos in the two large public screenings, but after that, they never watched the videos again, even though there were 100 copies of the DVD in the village. They said they don't have a DVD player. Most houses have corrugated sheet metal roofs, from cotton money. It is hard to believe that in a fairly prosperous village with 100 copies of the DVD that they could not organize themselves to watch the videos even once.

Their main crop is cotton, which kills striga seed in the soil. Cotton is a subsidized crop of national importance and therefore is well fertilized, which also helps control striga. So the village has few problems with the weed, which is probably why they lost interest in the videos.

### Case 5. Promani village. Public screening

The Aga Khan Foundation visited with a TV and showed all 10 videos in a single session. The run time of all 10 videos is about 90 minutes, but with the introductions and the question-&-answer session, it can take several hours. Most other agencies in Mali showed the videos the same way (i.e. all 10 videos in one screening, with competent facilitation).

AKF left five copies of the DVD with one person, Gorou, the head of the FFS. Gorou says that people come to borrow his copies to show to other people, and that they constantly watch them. About half of the people of the village have seen the videos and some 100 people from other villages who were visiting have watched them.

## 1.5. Village organizations

The villages all have organizations, including some spontaneous ones (see Case 6), some organized by our partners and others started by other agencies (Table 3).

### Case 6. The village of Togo. Well organized even without FFS

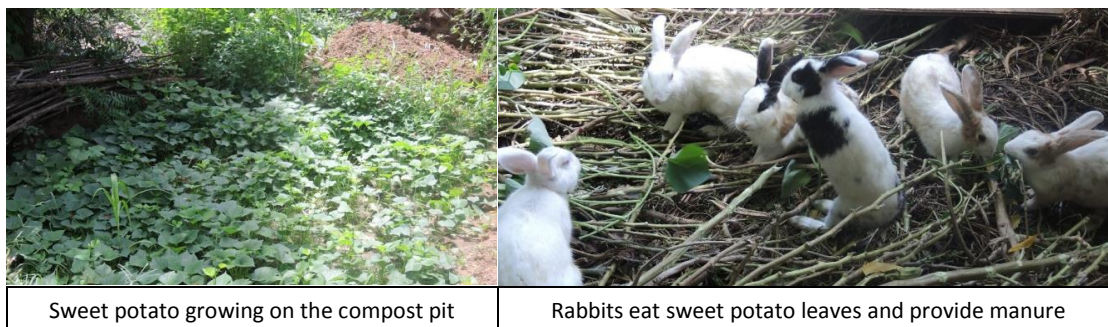
We met in the home of Dubassi Jean-Jacques Dacko, an important local leader (the vice president of the council of the Cercle of Tominian). UACT works here, but has few activities, because the village is far away from Tominian. On their own initiative, the people organized themselves into groups like the UCD (l'Union Communale de Développement), the CVD (Cellule

Table 3. Village organizations

Village	Organizations
Mopti	AKF
Promani	Men's & women's agricultural groups
Madiama	Women's agricultural groups
Kouna	5 women's groups, cooperative
Torokoro	OV, women's groups, cooperatives
Orgnon	Association, cooperative, NGOs
Ségou	UACT
Dobo	CVD, large & small women's groups, APAD
Hasso	CVD, women's groups & mixed groups, cooperative
Daga	Women's groups, warehouse
Togo	A large women's group, small women's groups, CVD, UCD, a youth group, 2 warehouses, church group
Sikasso	AMEDD
Nampossela	Women's groups, cotton groups, cooperatives
Zantiela	Cotton groups, poultry & fish groups, women's groups, age grade groups
N'Tonasso	Cotton group, women's groups, literacy group
Sirakélé	Women's groups, WFP groups, work groups, cooperatives



Villageoise de Développement), women’s groups and a youth group that plays cards and exchanges labor. UACT held a large, public screening of the videos at the end of a training course on onions. UACT left two copies of the DVD and the people watched them many times. They estimate that 80% of the folks have seen the videos. The groups of women that were already organized to work for wages (e.g. doing weeding and harvesting) added pulling up striga to their repertoire.



**One of the card players.** One young man, Léwa Kamaté, took us to see the compost pit in his onion garden. The compost was for vegetables, not for sorghum, but it was Léwa’s own innovation. He saw in the videos that the pit should be covered. So he covered this one with a living layer of sweet potato plants. He occasionally pulls off some leaves and feeds them to his rabbits. Later he can compost the rabbit dung.

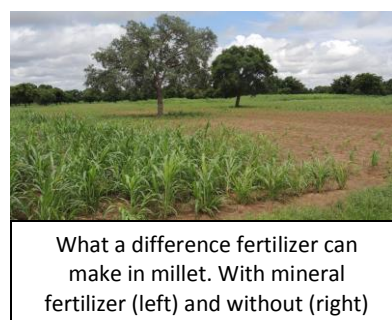
## 1.6. How many people saw the videos?

It is difficult for the villagers to estimate how many people attend a large, open-air screening in the dark. But a video can be seen by everyone in the village. It helps if there is a public screening, and if the village organizes itself to watch the videos (see Case 7).

### Case 7. Daga village. 180 people, in French

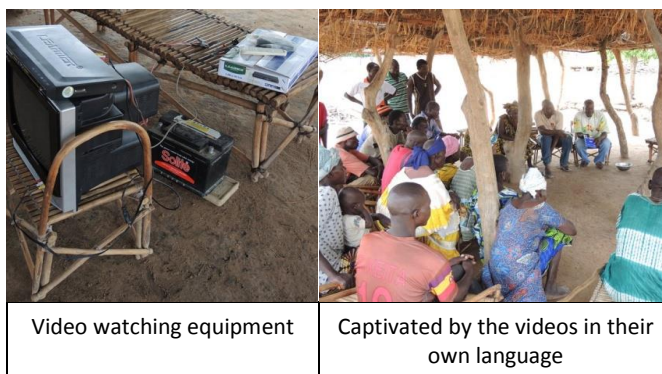
Earlier, UACT had helped organized small groups of women and youth to weed and harvest for pay, but now they began pulling striga too, and new groups formed spontaneously to pull striga. There is more demand for their services than the women’s groups can meet.

In Daga they did not have an FFS. When UACT screened the video, they couldn’t get it to run in Bomu so they showed it in French. UACT left a copy of the DVD and the people watched it many times, but never found the language menu, and always watched it in French, which only a handful of the villagers can speak. The folks discussed the videos to help each other understand them.



During our visit, Gerard suggested showing the people how to watch the videos with the language menu. They were willing, but the man who owns the kit was working in the bush a long way away. They were so eager to see the videos in Bomu that they sent somebody to fetch him. He brought a new DVD player and a small TV connected to a solar battery.

Samuel carefully showed him how to use the language menu. Samuel realized that they were making the mistake of hitting the play button too soon, so the machine would immediately play the first video in French. To get the language menu you have to wait a while.



Video watching equipment

Captivated by the videos in their own language

**Table 4. How many people saw the videos?**

Village	Viewers	Notes
<b>Mopti</b>		
Promani	About 1000	About 350 watched it at the first viewing. Including the home screenings, perhaps half of the village (total population 1950), has seen them, plus 100 people from other villages
Madiama	About 1000	50 farmer trainers the first time. Some 300 to 1000 at a large, public screening the second time, and many people the third time
Kouna	1800	Everyone in the village (1800 people) has seen the videos
Torokoro	About 460	About half the village, with population of 950
Orgnon	572	The whole village, population 572
<b>Ségou</b>		
Dobo	37	20 and 17 in 2 private screenings, not counting 10 people from various villages who saw the videos elsewhere
Hasso	About 100	100 out of a village of 320 people
Daga	About 180	About 180 out of a population of 642 people
Togo	About 800	About 300 people saw the videos the first time, but many people were from other villages. An estimated 80% of the village has seen the videos; it is a large village with over 1000 inhabitants
<b>Sikasso</b>		
Nampossela	About 1200	Out of a population of 2468
Zantiela	1700	The whole village was invited, and many attended. Some saw the videos elsewhere. Of 16 people in the focus group discussion, 13 had seen the village. Estimate ¾ of the population of 2250
N'Tonasso	40	About 40 people from the village, and 30 secretaries from other villages, from the Union Communal des Producteurs de Koutiala
Sirakélé	About 590	About 500 people saw the videos at the first, public screening, and about 30 each at the 3 home screenings
<b>Rough total</b>	9,480	

## 1.7. Videos are inclusive

In nearly all the villages, all ages and both genders watched the videos (Table 5). Private screenings sometimes favor men, sometimes not. The women's groups may show the video to their members. Public screenings are especially popular among women and youth (see Case 8). Many people mentioned how much the children liked the videos—adding sometimes that the kids also do farm work, and can later explain the contents of the videos to their older relatives. When children are in the audience, videos help prepare the minds of the future generation.

## Case 8. Madiama village. Women especially

Aga Khan Foundation helped the women organize themselves into self-help groups, as in Promani (Case 9). Each *formatrice* is in charge of a small group of 20 to 33 women, doing agricultural and other activities.

In Madiama they watched all ten videos three times. The AKF extension agents brought a TV and the people (e.g. from the FFS) invited the other villagers to come and watch. More women came than men because they are “more involved” (*plus engagées*). The AKF extensionists know the material well, and after each video they would stop and explain it, answering questions.

Nearly everyone either saw the videos at the public screenings or heard the information. Issa Saou, FFS farmer-trainer and president of the OV (l’Organisation Villageoise), got a DVD and gave it to his grown son, who sometimes shows it to other people. (NB: an elder man received the DVD, but a young man knew how to show the videos).

The *formatrices* all shared the information on striga with their groups. They certainly knew the contents themselves, and were doing lots of farmer experiments. One man even said he planted trees after watching the video.

### 1.8. Sharing the ideas

Few people mentioned sharing the DVDs. Mainly people shared the ideas informally (especially hand-pulling and compost-making), talking with the people that they usually interact with in the course of their daily lives (Table 5). A few groups shared more actively.

### 1.9. Institutional change inspired by videos

Some villages claimed to have started women’s groups as a result of seeing the videos, but they are probably confounding the videos with the efforts of NGOs to support such groups (Case 9). The FFS went on for six years or more in these villages which is atypical of the FFS which tend to last one season, or two or three years at most (Gallagher 2003, Thiele et al. 2001). The FFS may have lived long because of ICRISAT and the importance the schools played as learning sites, for the staff, not just for the farmers. Village people do not always know why they do what they do. They cannot answer “What would you be doing if this program did not exist?” (Ravallion 2001). However, several of the groups of women and youth do wage labor, and they added hand-pulling of striga to the roster of services they offer.

**Table 5. After the videos, viewers shared the information**

Village	Viewers	Shared info with
<b>Mopti</b>		
Promani	Everyone	People in their networks
Madiama	Everyone, especially women	Family & friends in the village
Kouna	Everyone	Another village
Torokoro	Everyone	With some friends
Orgnon	Everyone	With other villages
<b>Ségou</b>		
Dobo	Mostly men	Friends & neighbors
Hasso	Everyone	In the village
Daga	Everyone	In the village
Togo	Everyone	In the village
<b>Sikasso</b>		
Nampossela	Everyone	With the FFS
Zantiela	Everyone	In the village
N’Tonasso	Everyone	A bit
Sirakélé	Everyone	Shared the DVD

**Table 6. Institutional change in the villages after watching the videos**

Village	Change	Notes
<b>Mopti</b>		
Promani	Strengthened groups	They formed groups during the FFS, with AKF, but after watching the videos they made special women's groups. 20 new men & 25 additional women joined the groups. These changes were probably stimulated by AKF
Madiama	Strengthened groups	After the videos their groups were strengthened, & they started a large cooperative. Probably due more to the organizational efforts of AKF than to watching the videos. Women's group tends a collective field using striga control, & puts the money from the harvest in their <i>caisse</i>
Kouna	Video committee	After the first screening, village leaders organized a video committee, which played the videos every night for 2 weeks, & took them to outlying hamlets, so that everyone saw the videos
Torokoro	None	
Orgnon	Women's savings & loan	They claim to have started small groups for women after the videos. The women claim that they organized a savings & loan group as a result of watching the video. The president of the women's association, recalled the video " <i>Let's Talk Money</i> " & claimed that it helped them
<b>Ségou</b>		
Dobo	Hand-pulling striga (from FFS)	The groups already existed. Some were organized spontaneously, & some with outside help. After the videos, each one organized to also hand-pull striga which is now institutionalized in the village, but the villagers attribute it more to the FFS than to the videos (Case 7)
Hasso	Hand-pulling striga & compost	The groups already existed, but were strengthened, e.g. adding tasks like hand pulling striga & making compost which are difficult to do alone. Groups that already did tasks like weeding fonio & harvesting groundnut began to cooperate to dig compost pits & transport manure
Daga	Hand-pulling striga	Groups of women & youth that already existed to do farm work for pay. After watching the videos, these groups added hand-pulling of striga to the list of services they offer, & farmers hired them to do it. They are not always able to meet the demand from farmers
Togo	Hand-pulling striga	No new groups were formed, but existing ones were strengthened. Groups of women who did farm work for wages added hand-pulling as one of their services. It is much in demand now
<b>Sikasso</b>		
Nampossela	Slight	The groups that already existed grew crops to sell, bought & sold cereals, or did farm work for cash
Zantiela	None	
N'Tonasso	New women's groups formed	Groups started by AMEDD because of their experience with FFS & filming the videos (Case 2)
Sirakélé	Hand-pulling striga & counting money	Both cooperatives now pull striga. If a member reports striga, the others go help pull it up. One of the women's groups piles striga & burns it. The women say that the " <i>let's talk money</i> " video has helped them to analyze their accounts, & tell if they have made money or not

The cooperatives in the village of Sirakélé added hand-pulling of striga as a reciprocal service between members. Someone reports striga and the others go to the field to help pull up the weeds, which is a kind of early warning striga control.

The village of Kouna organized a special "video committee" to screen the videos for everyone in this large village (Case 10).

In two villages (Orgnon and Sirakélé), young women said that they had paid more attention to their accounting after watching the video "*Let's Talk Money*" (see Case 11).

Some people worked in groups to make compost, or to haul it (Table 6).

### Case 9. Promani village. Small groups, and a long-running field school

We met the president of the cooperative and the president of the FFS and three of the *formatrices* in the store house (*magasin*) paid for by ECOR, a USAID project, by way of Aga Khan Foundation (AKF).

Unlike the classic, one-year FFS, in Promani they have been at it for six years. The extensionist still brings seed and fertilizer to do small trials, and visits them once a month. We saw one FFS plot, a trial of micro-dose of mineral fertilizer on millet, a simple trial of 2 kg of compound fertilizer on 300 m<sup>2</sup>, with and without. The fertilized part was growing visibly more vigorous.

They said that in the videos they saw that some women were organized into women's groups, so they decided that they could do that too. After creating a special group for women it grew from just the five *formatrices* to include a total of 30 women now. The cooperative grew from 30 to 50 people.

That is one of the institutional changes with the villagers themselves attributed expressly to the video. As we have seen in Benin, just seeing people do certain things together may be enough to stimulate thoughts of emulating them (see Zossou et al. 2010).



Long-running field schools

### Case 10. The video committee in Kouna

In the village of Kouna they did not have FFS, because they grow more rice than sorghum and millet. But when Belko Kéita, AKF extensionist, brought the striga videos in 2012, the village leaders watched them, and although they invited 40 people, more than 40 came. They liked the videos so much that they decided to show them to everyone; they set up a video committee and screened them in the *place publique* for two weeks, until everyone had seen them. They got 11 copies of the DVD. People from the nearby hamlets came to watch the videos in the village center, and people took the DVDs to watch in the further hamlets.

Although the videos were screened for two weeks in Kouna, not everyone saw them 14 times, and the videos were not facilitated by an extensionist. Plus the farmers in Kouna grow more rice than millet or sorghum. Unlike most of the other villages, which had large public screenings, in Kouna only a small group watched the videos once with the extensionist there to answer questions. The rest of the times, the villagers watched the striga videos without an extensionist present. People in Kouna did say that they have less striga now.

### Case 11. Sirakélé village. Strengthening cooperatives and groups

This village organized a large screening of 500 people, attended by ICRISAT, AMEDD and AMASSA. Then they watched the videos three times in small groups of 30 but their kit broke just as they were trying to show it to everybody. They remember the video contents well.

They are organized into cooperatives. One has 26 men who sell grains to the WFP (World Food Program) and produce millet seed to sell to farmers. A woman's cooperative works a collective field, and they harvest for other farmers for wages. It is an old group and there are also older groups of women. The cooperatives have had a lot of input from the NGOs.

If a member reports striga, the men's group goes to his field and pulls it up, because it is tedious to do alone. And they want to pull it up before it goes to seed. Knowing about striga seed may be the key drive to act speedily, stimulating people to act in groups rather than alone.

The women said that they watched *Let's Talk Money*. It helped them to do their own analysis of costs and benefit when selling food to the WFP.

Village	New contacts	Other changes (e.g. agriculture)
<b>Mopti</b>		
Promani	Because of the FFS, the 15 female farmer-trainers (5 women & 10 men) now have lots of contact with extensionists	Planting line by line, collecting organic manure for the fields
Madiama	The FFS farmer-trainers have lots of contact with AKF & other extensionists	One person planted trees for fodder. "Everyone" has adopted micro-dose. They pull striga up before the first one blossoms. Intercropping of millet & cowpea. Intercropping okra with cowpea & with groundnut. One man planted trees
Kouna	After watching videos, Ibrahim Sèra, the president of the <i>comité de gestion</i> , was so keen to learn more about striga that he attended 3 sessions of FFS farmer-trainers in another village. The chef du village is doing fertilizer trials with AKF	One man began growing more fields of cowpea & groundnut, which sell for a higher price than grains. Experiments with varieties
Torokoro	None. They are a rice farming village & seem little interested in striga videos	"Everyone" has adopted compost; before they did not know that they could add plant remains to animal manure
Orgnon	Because AKF has organized them to grow & sell seed, this village now has contacts with many other villages. Abdulai, the manager of the cooperative, occasionally rings others to see how much seed they will need, but this is not because of the videos	Several tried intercropping, & controlled striga. One grew cowpea for 3 years in a striga-infested field, & now he can grow sorghum again. All farmers use at least one practice. The FFS farmer-trainers had fields where they showed innovations to others, Case 1
<b>Ségou</b>		
Dobo	There is some new contact. The MYAP project (USAID-sponsored through CRS) has come around showing the videos. Some people heard the audio of the videos on the radio	Many are now intercropping legumes with cereals, using micro-dose, compost, & hand-pulling striga. Since FFS they have been controlling striga with crop rotation, intercropping, etc. Case 3
Hasso	Because of their experience with FFS, the government agricultural service (DRA) began doing trials of new cowpea varieties & of organic fertilizer in the village	Micro-dose, intercropping millet with cowpea & groundnut, making more compost, more hand-pulling
Daga	Probably not. They already have a lot of contact with extension & cannot say for sure if any of that is a result of the videos	Intercropping, micro-dose with mineral fertilizer (which they like because they have little money & this saves cash). Making compost & applying it in micro-dose in zai. Hand-pulling
Togo	Probably not. There already is a lot of contact with extension	Many are now making compost, h&-pulling striga
<b>Sikasso</b>		
Nampossela	After the videos AMEDD started a group of 6 farmer-experimenters, see Case 14. The video on animals influenced AMEDD & the farmers together	Micro-dose, hand-pulling
Zantiela	Slight. The villagers already had much contact with CMDT & others. The AMEDD agent is from Zantiela & the village head often asks him to show the videos again	Several tried hand-pulling striga. Others made compost with the crop stalks, not just manure
N'Tonasso	Organized women's groups with AMEDD 2 days after our visit they organized themselves & watched the videos again on their own (a questionnaire can be a learning experience)	Mr. Alou made a large compost pit & has been using the compost on his crops, Case 2
Sirakélé	No. But the neighboring village of Baramba has asked the people of Sirakélé to borrow the DVD	Striga was destroying their fields. They adopted lots of hand-pulling

## 1.10. More contact with extension

Eight of the villages now have more contact with extension (Table 7). Sometimes a video can really seize one's imagination, like Ibrahim Sèra in Kouna, who went looking for more training after watching the videos.

The village of Hasso is now doing experiments with the government extension people (Case 12). AMEDD started research on cattle, in some villages. The video on livestock changed AMEDD and the villagers together (Case 14).

### Case 12. Hasso village. Hand-pulling in groups

Hasso village had an FFS (2007 to 2009) on striga. In late 2013, UACT screened the videos. After that, the villagers never watched them on their own. The UACT and the FFS helped them to organize many groups. There is an association of 20 women who harvest millet and groundnuts and make shea butter. The villagers feel that the groups have been strengthened by watching the videos, so that now they do more group activities like harvesting and transforming fonio, hauling compost, and harvesting groundnuts, and hand-pulling striga.

## 1.11. Other changes

Farmers continue to experiment with the techniques they learned in the videos and FFS (Case 13.) Many are trying hand pulling, intercropping, micro-dose, and crop rotation. The farmers already knew that composted manure enriched the soil, but they rarely had enough compost (Table 7). From the videos, folks learned that they could add vegetal waste, especially cereal stalks to the compost, and they are pleased that they can now make more organic fertilizer.

Table 7. More contact with extensionists or other outsiders, and other changes

### Case 13. FFS in Promani, striga experiments

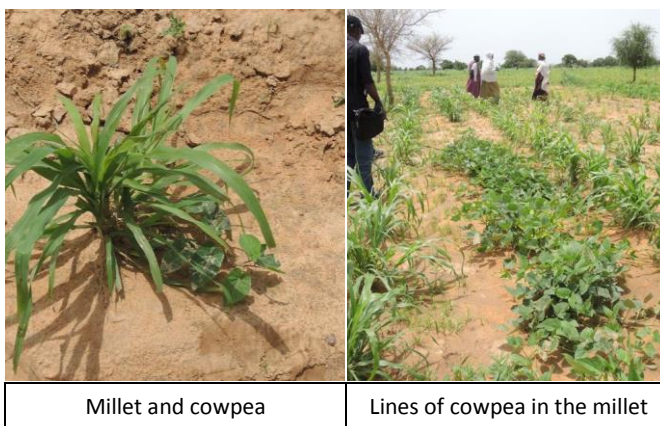
The FFS graduates are still doing experiments. The head of the cooperative, Bakar Coulibaly, showed us one of his. On one side of the plot he has millet with micro-dose of compost, doing quite well, and on the other side is millet with no fertilizer, intercropped with cowpea. People are still finding things to experiment, years after first learning to manage striga.

Gorou says that *striga* was their worst problem, except for rain, and no one can control the rain. Koumba Daou showed us her field of millet and cowpea. One row of cowpea and two of millet, with some goat manure, so the videos really had inspired technical change. She said she no longer had striga problems. The videos were actually designed to include women-friendly technologies. When the video makers showed the rough edit of the livestock video in northern Ghana, women suggested adding footage of small livestock like goats, otherwise the film might have inadvertently implied that soil fertility can only be improved with cow manure, which is men's property.



Gorou shows us his plot. He put 2 kg of mineral fertilizer on a 300 square meter plot. The AKF extension agent comes about once a month to advise them on their experiments. Another field has two rows of millet and one of cowpea. Gouro is testing the millet varieties Toroniou and Guéfoué 16, with the cowpea variety Dunafana.

Koumba Daou is intercropping two rows of millet with one of cowpea, fertilized with goat manure. It is the fourth time she has done it, and the two techniques have reduced the striga infestation.



Millet and cowpea

Lines of cowpea in the millet

The women have to go through men to get a field. One year they may get a field and manage the striga and then the next year they may get a different, field full of striga. Land tenure is key.

## 2. Institutional change in organizations

We hypothesized that because of the videos, the organizations now worked better with each other, that they now did more work with audio-visual material, and that they enjoyed closer ties with the villages and that farmers sought out their services more often. We thought that their agricultural research might be improved. In at least a few cases, the villages enjoyed much better ties with researchers after watching the videos (Case 14).

### Case 14. Nampossela village and AMEDD collaborate on livestock research

After AMEDD had shown the video, [Animals and trees for a better crop](#), farmers in Nampossela village and AMEDD agreed to set up an experiment together. Famoussa Coulibaly showed us his cow hangar, made of posts set in the ground with a light roof of poles. After harvest, crop residues can be piled on top of the hangar, making shade for the cows and from time to time the farmer can pull down some stalks to feed the animals. Six families are testing this idea with AMEDD. After they adapt the idea to their conditions they will teach it to others. Every day, each cow eats: 2.5 kg of oil cake, 2 kg of cowpea crop residues and 4 kg of cereal stalks.

Every two weeks AMEDD and the farmer weigh the manure to see how much they got. Each cow gives about a liter and a half of milk a day. The conventional practice is to leave the cows in the bush during the dry season, where they find their own food, but the household loses the milk and the manure.

AMEDD would not have done this experiment without their striga-FFS-video experience. Without these experiences of joint learning, the farmers may not have been so eager to try the idea except that now there is more demand for manure to manage striga, and farmers know they can mix manure and cereal stalks. What farmers don't know limits their ability to "demand" innovation and to suggest research topics (Bentley 1989). These demands may go unspoken until farmers learn new information that sparks an explicit demand (Bentley et al. 2011). Videos create demand for inputs of all sorts. In this case, a need for more manure led to the setting up of experiments on zero-grazing.



## 2.1. Types of organizations

We met with government extension and NGOs (local and international) (Table 8).

**Table 8. Types of organizations**

Organization	Type	Mandate and areas of expertise
<b>Mopti Region</b>		
Aga Khan Foundation (AKF)	Int'l NGO	Agriculture, health, education, social organization ( <i>mobilisation sociale</i> ), civil society. Increasing agricultural production (rice, sorghum, millet, vegetables, capacity building)
Catholic Relief Services (CRS)	Int'l NGO	They target vulnerable people for agriculture and livelihoods, health and nutrition, and emergency aid
Direction Régionale de l'Agriculture (DRA)	Government	Rural extension and advice
<b>Ségou Region</b>		
Union des Agriculteurs du Cercle de Tominian (UACT)	Farmer's union	Food security, transformation of agricultural products, commodity buying and selling, community organization, and agricultural extension
DRA/Tominian	Government	Extension and advice for livestock and agriculture, and collaboration with research
Intercooperation	Int'l NGO	Rural development, agriculture, extension
Caritas	Int'l NGO	Health, education, communication, emergency aid, development in general, agro-forestry
World Vision	Int'l NGO	Vegetable production, soil and water conservation, seed storage, regeneration of pasture
Radio Moutian	Local radio	Community radio station covering the Cercle du Tominian
<b>Sikasso Region</b>		
l'Association Malienne d'Eveil au Développement Durable (AMEDD)	National NGO	Agriculture, natural resources, and land management. Economics and value chain dynamics. Empowerment, capacity building. Learning people's needs. Communication
AMASSA — Afrique Verte	National NGO	Support to communities for producing, transforming and selling local cereals. Extension. Organizing farmers into networks. Market research
DRA/Koutiala	Government	See DRA above

## 2.2. Mandates and expertise

All of the organizations are directly involved in agricultural extension and development, even Radio Moutian which broadcasts to farmers (Table 8).

## 2.3. Experience with FFS

If the videos were filmed in FFS villages, then previous experience with FFS should favorably dispose extensionists to work with the videos. A lot of the organizations had experience with FFS, including AKF, UACT, AMEDD and AMASSA, which also collaborated closely with ICRISAT.

**Table 9. Experience with FFS**

Organization	Experience with FFS
<b>Mopti</b>	
AKF	Started working with FFS in 2008 with ICRISAT. Individual field schools often last 6 years. AKF is now in its third phase with FFS (10 farmer trainers meet 50 farmers once a month). The first phase was all on striga and intercropping (5 farmer trainers with 25 farmers)
CRS	Had FFS experience with ICRISAT after 2006, with the MYAP starting in 2008, and a project with the Gates Foundation after 2006. Mamadou Diallo once worked on PLAR in a project financed by the WFP
DRA	The leadership understands FFS and sees it as a method for participatory research more than for mass extension
<b>Ségou</b>	
UACT	16 striga FFS with ICRISAT from 2007 onwards. 5 FFS with IFDC on sesame, from 2011 onwards. UACT has supported CRS in 4 FFS and Save the Children with 5 FFS on millet, sorghum and maize in 2013, with the MYAP
DRA/Tominian	They are familiar with FFS and use it with IRD (an NGO) on fonio. The Secteur now has 100 demo plots, which he regards as a spinoff of the FFS
Intercooperation	They were intimately involved in the PLAR with AfricaRice
Caritas	Caritas did not work with the striga FFS, but Caritas has worked with Sesame FFS with the research station of Sinsana (2006-2010)
World Vision	Collaborated with ICRISAT on the striga FFS
Radio Moutian	The station knows of FFS but has little experience with it
<b>Sikasso</b>	
AMEDD	Much experience with FFS, including: AVRDC: 30 villages. ICRAF: 12. ICRISAT: 2 FFS on nutrition. DVV: 7 clusters. Save the Children and CRS: 5 clusters
AMASSA	They have FFS with women in 2 villages. They started 2 years ago with Dr. Eva of ICRISAT on a nutrition project in 2 FFS with 6 field plots (an FFS with 6 plots of cowpea and another FFS with 6 fields of groundnuts)
DRA/Koutiala	

## 2.4. How organizations used the videos

Half of organizations, such as AKF, UACT, World Vision, Radio Moutian, AMEDD and AMASSA, used the videos, e.g. screening them and distributing DVDs. The others used the videos much less. CRS will soon start showing the videos (Table 10).

After screening the videos in the villages where it works, World Vision leaves a copy of the DVD with the village *comité de gestion*, which is then in charge of arranging further screenings (see Table 11). Other organizations often leave the DVD with the village head. Some, especially AKF, distribute DVDS through former FFS farmer-trainers (including men and women).

## 2.5. Watching the video in the organization

Most of the staff watched the videos, either in the office or in the field. Some also showed the videos to staff in other regions (e.g. AMASSA).

**Table 10. Use of videos**

Organization	How they used the videos	Who in the organization watched the videos?
<b>Mopti</b>		
AKF	Over 250 DVDs distributed. Each village has at least 3 or 4. AKF has the projection equipment (TV, DVD player, battery). Each screening is followed by a discussion. The farmers identify with the videos	All of the AKF agents have watched the videos several times. Each agent has received a DVD to show to farmers. Almost all of the leaders of AKF have copied the videos onto their laptops
CRS	Videos are very useful. All of the farmers want a DVD, because they have the video playing equipment	Each supervisor and extension agent has watched the videos and has a copy of the DVD. The diffusion of the striga videos will start 10 September 2014, with screenings and question-answer sessions
DRA	They have used the videos to train farmers. Many farmers have video playing equipment. He has noticed that the videos are in many languages (i.e. has examined the DVD on a computer or DVD player)	Over 90% of the personnel have watched the videos, including all the field staff
<b>Ségou</b>		
UACT	They gave 24 screenings in villages and 6 at their office. They received 60 DVDs and gave 10 to the DRA/Tominian and 50 to farmers. Paul T. kept one copy on his laptop	All of them have watched the videos, many times
DRA/Tominian	Received DVDs from UACT and another lot from the regional DRA, and gave them all out (probably about 30). The extensionists all have copies and show the videos in villages	The field staff have probably watched them, although Mr. Togo does not know how many, and he himself has never watched the videos. He has given the DVD to some farmer groups but has had no feedback
Intercooperation	Distributed 20 DVDs to OP (peasant organizations in Bla, San, Tominian) by 2013. Haven't had feedback or done anything new since then	Didn't ask
Caritas	He got 2 copies and one was a music DVD. He said he gave one copy to his colleagues	Unsure, but thinks that his colleagues have watched it
World Vision	Screened the videos in each of the 12 villages they cover. After each screening they had a discussion with the farmers and left a DVD with the village <i>comité de gestion</i>	They have not watched the videos at the office
Radio Moutian	Received 100 DVDs and distributed them to NGOs, farmer associations, farmers, the DRA, but did not document who got copies. Some people come to the station to ask for the DVD. See Section 2.11	They all watched the videos at home, but not at the office. They have all watched the videos
<b>Sikasso</b>		
AMEDD	See our report from 2013. Since then AMEDD has continued to show the videos	About 30 people have watched them, of the 56 employees, at a screening that Tom organized for them
AMASSA	They shared the videos through the Africa Rising project with ICRISAT. All 52 of the villages where AMASSA works have seen the videos in a public screening. All of the villages received copies of the DVD	They have all watched them, except for 12 new members of staff. They also showed the videos in Bamako, and some of the regional heads asked for a copy of the DVD
DRA/Koutiala	He received 2 DVDs and sent one to a farmer in Sirakélé	He watched the videos himself, and knows that the DVD has a language menu

## 2.6. When the videos were screened

Most of the videos were shown in 2012, although a few organizations continue to show them. See Box 1. See Table 11.

### Box 1. AMASSA — Afrique Verte starts in 2013

Although AMASSA started with the videos a year late, in 2013, they made up for lost time. AMASSA — Afrique Verte works in 52 cooperatives in the Koutiala-Sikasso region and have shown the videos in all of them, to some 5000 or 7000 people. They don't keep records so that is an estimate. Since last time, Madame Yah got another 100 DVDs and gave them to the cotton people, CMDT. She distributed some DVDs to other regional leaders of AMASSA and she gave 20 DVDs to another program (PAFA). After the videos, AMASSA began working more closely with AMEDD, and started working with CMDT. Farmers were demanding more seed and information as a result of watching the videos.

## 2.7. Audience size

Most organizations (like the villages) had difficulty estimating the audience size (see Box 2), although some organizations have shown the videos to several thousand people. AMEDD is the only one keeping track using standardized monitoring forms. See Table 11.

Table 11. When and how many people saw the videos

Organization	Year	How many people saw the videos?
<b>Mopti</b>		
AKF	Starting in 2012	Over 4864
CRS	Plan to start in 2014	None yet
DRA	Probably 2012	About 150 extension agents. Unknown number of villagers
<b>Ségou</b>		
UACT	Starting in 2012	Many, but do not know how many. They work in 102 villages, not all of which have received the DVD, but some of them have received copies from others (e.g. CRS)
DRA/Tominian	Does not know	Unknown number of villagers
Intercooperation	In 2012	Unknown
Caritas	Did not show	Few
World Vision	2013	To 12 villages, about 20 people per village (about 240 villagers)
Radio Moutian	Starting in 2012	Potential audience 50,000. Many listened, but does not know exactly how many
<b>Sikasso</b>		
AMEDD	Starting in 2012	2,808 (945 men, 850 women, 1013 youth) documented, but more have seen it
AMASSA	2013 and 2014	About 100 people in each of 52 villages (probably over 5000 people)
DRA/Koutiala	Did not show	None

### Box 2. Aga Khan Foundation

In Mopti, the AKF program manager had a hard time putting numbers together. I drew a table and we filled it in with him (on right, top), estimating that 2600 people from the villages had seen the videos.

	Villages	DVD	Viewers
FFS	25	125	2150
No FFS	3	15	450
<b>Total</b>	<b>27</b>	<b>140</b>	<b>2600</b>

But then he said that "4616" people had seen the videos. And he searched on his laptop until he found a report with a table listing 4864 viewers (right, bottom). Even our best collaborators don't always know exactly how many people have seen the videos.

Table: Video projections

	Number of projections	Men	Women	Total
Soufouroulaye	10	979	598	1577
Sofara	9	789	377	1166
Bounguel	4	392	305	697
Madiama	5	375	266	641
Promani	7	341	442	783
<b>TOTAL</b>	<b>35</b>	<b>2876</b>	<b>1988</b>	<b>4864</b>

## 2.8. Type of audience

The videos are reaching all ages and both genders in the villages. Videos are inclusive, especially when they are screened in public, in the villages, in the early evening. DVDs left in villages can be inclusive, especially if left with women and youth (Table 12).

## 2.9. FFS network

AKF, UACT and AMEDD used the FFS network to distribute the DVDs (Table 12). See Box 3. But there was little real effort to involve the FFS network.

### Box 3. UACT and FFS

Pierre Théra is a farmer, and the former president of UACT. Because of the videos and other work on striga, Pierre invented a way of making compost faster, which Helvetas helped him publish as a poster. This is institutional change due to the FFS and the videos.

## 2.10. Community relations

Some of the NGOs have had changes in their relations with communities, especially UACT, and World Vision which say that agriculture in their partner villages has improved. Radio Moutian credits the videos with improving its public image. More villages have sought to join AMASSA as a result of the videos (Table 12).

Gustave at Radio Moutian has played the sound tracks of the videos on the air three times in Bambara and more times than he can remember in Bomu. He estimates that 50,000 farmers have heard them.

Left to right: Gerard Zoundji, Pierre Théra, Gustave Dakouo, Samuel Guindo



AMEDD is planning new initiatives with villages as a result of its experience, and credits the videos with starting money management groups in villages and urban neighborhoods. Mme. Yah of AMASSA may speak for many when she says that the screening itself helped to improve relations with the communities. (*Taking the trouble to take a valuable message to solve a real problem, and in an attractive format can only contribute to better relations*).

For AKF, the FFS was an important entry point into the villages, and has led to women's groups and many other continuing activities. AKF worked on the striga FFS that led to the videos, and the experience enhanced their ability to do participatory research, test crop varieties and make compost in the villages. Showing the videos has strengthened AKF's relations with the villages. AKF has organized women's groups in the villages to manage money. AKF has organized some villages to produce seed that other farmers buy, and has put these different villages in touch with each other. AKF now has better ties with research, especially with ICRISAT.

## 2.11. More farmers

The organizations now have more contact with farmers. According to Amadou Kéita of World Vision, in three of the 12 villages where farmers watched striga videos, they requested rice videos. Mr. Kéita didn't know about the rice advice videos, so Bentley told him about them. It would be nice to get him a DVD.

The DRA in Mopti realizes that videos can reach more people than FFS. Radio Moutian has received many phone calls from farmers, and could still distribute more DVDs. This is a key way to move forward, because those who make an effort to go to the station (whether they pay for their DVD or not) will be motivated to watch it.

## 2.12. Relations with other organizations

UACT is doing research on an animal drawn seeder, with IER (l'Institut d'Economie Rurale). AMASSA now works more closely with AMEDD, and several institutions have stronger relations with ICRISAT. But AMEDD is a case apart. Because of its work with FFS and the videos AMEDD is becoming an important national organization (Box 4).



Prototype seeder blends fertilizer and seed

### Box 4. AMEDD and its new partners

Director Bougouna Sogoba explained that their whole extension model changed because of their experience with ICRISAT and the FFS. They now work horizontally with villagers, and use videos as much as possible.

AMEDD has had several FFS since their first one on striga, and uses FFS to work up ideas with farmers. Even if AMEDD does not do an FFS, they adopt the principles, e.g. they start by finding out what farmers need, and then address that topic. They now use videos in all their work. Videos reinforced AMEDD's communication skills, e.g. Gilbert and Malick from AMEDD took the Access Agriculture course on script writing with Kamba and Ida from the Union Régionale des Sociétés Coopératives des Producteurs de Coton et Vivriers in Nov 2013, which strengthened their relations. AMEDD had no communication people before the videos.

Mr. Bougouna said that now they want to start downloading videos from the Access Agriculture website and show them to farmers. They are working on several videos, including the one Van Mele and Bentley edited with them in 2013 in Bougouni (Access Agriculture script-writing workshop) on foods for young mothers. His staff now knows how to make videos, in communities, after working with the people to perfect the innovations.

Thanks to Access Agriculture AMEDD won a prize from FARA for the *Let's Talk Money* video, and it was the only winning entry from Mali. The prize opened the doors for AMEDD to the ministries for AMEDD to new donors.

AMEDD became good partners with AMASSA - Afrique Verte and started a consortium to access \$1 million. Now AMEDD also does research in communities. As a result of [Animals and Trees for a Better Crop](#), they got a McKnight project to study improved feeding and care of cows in the dry season with farmer testers (Case 14). Once those farmers have adapted the technology, AMEDD can then share it with others, through videos. Using videos has given AMEDD a research-extension method, new contacts and a visibility that helps them get more funding and do more work. "Thanks to our work with the videos we have become a leader in a great network of projects."

AMEDD has five new contracts with ICRISAT. Now AMEDD has enough cars. AMEDD is now training their first M&E specialist. So now AMEDD has good relations with other institutions in Mali, even with the ministers. Many other organizations now know AMEDD, e.g. ICRAF, IRRI, CIAT, Sahel Eco, Agence d'Environnement pour le Développement Durable –AEDD. AEDD signed a contract with AMEDD after watching a video (four projects financed by CCAFS (Climate Change, Agriculture and Food Security) via AEDD for the areas of Koulikoro, Ségou and Kayes. AMEDD is improving their website, [www.ameddmali.org](http://www.ameddmali.org)

**Table 12. Types of audience, interaction with FFS network & changes in relations with communities**

Organization	Audience	With FFS network	Changes in relations with villages	More farmer contact after videos?
<b>Mopti</b>				
AKF	Farmers: men, women, youth	They use the videos to train new FFS farmer-trainers	Showing the videos has strengthened relations with the villages	Yes, especially through their participation in FFS
CRS	Not yet	Not yet	Have not shown videos yet	Not yet
DRA	Villagers	They are in partnership with IFCD, CRS, and others for FFS	With the videos, farmers have started to hand-pull striga & burn it. Before, an agent could cover 8 villages. Now they can cover 15. Video is more convincing than just talking	Not sure. The <i>conseille technique</i> is demanding FFS, but there are not enough members of staff. Some extensionists have 15 villages and cannot do an FFS in all of them
<b>Ségou</b>				
UACT	Villagers: men, women, youth, children	Each farmer-trainer from the FFS receives a DVD	People made 1689 compost pits after watching the videos. With the videos, the farmer sees the whole process of striga management all at once & makes a decision quickly, unlike the FFS which takes a long time & the farmer forgets some things by the end	Farmers telephone to ask about certain technologies, e.g., if they can put striga in the compost pit, and how to use the kits of seed and fertilizer that UACT sells. Farmers often come looking for new information
DRA	Not sure	Demo plots with some of the FFS trainers	The videos have been well distributed to the villages. Some farmer leaders came to ask for DVDs	10 farmer leaders came to demand the DVDs
Intercoop.	Has no feedback from OPs that received DVDs	They were involved in the PLAR	They have started making more learning videos to share with communities	No feedback since Nov 2013
Caritas	Not sure	No	Not sure	No
World Vision	Farmers: men, women	No	The videos are good teaching tools. Before watching the videos they did not understand zai, compost or striga biology. Now they do	3 villages demanded videos on rice
Radio Moutian	Rural radio listening public	No	Playing the sound track on the radio has made the station well known, & improved its standing in this farm area. Some farmers came to the station to ask for the DVD	Some farmers phoned in with questions. Others came to ask for copies of the DVD. If he had more copies he could distribute them
<b>Sikasso</b>				
AMEDD	Men, women, youth	All the villages have seen the videos, whether FFS or not. The farmer-trainers have received DVDs	AMEDD has a new cluster of FFS using cowpea for nutrition. It is developing other videos, with people (trained by Access Agriculture). AMEDD is writing a project to buy a 3-wheeled motorcycle to show videos in the field. AMEDD is helping women start savings-&-loan groups for small businesses & to pay children's school expenses. Around Koutiala they set up a Comité de Développement de Quartier to collect 1000 CFA from villagers to contribute to solving community problems (e.g. building a school room, drinking water), with support from the World Bank & SDC	Many farmers come to AMEDD demanding seed after watching the videos. They ask for cowpea seed to control striga. They ask for mini kits (certified seed, fertilizer etc.) At the start of the rainy season AMEDD searches for information about certified seed, fertilizer etc. with the DRA to guide farmers. AMEDD is in contact with seed producers, and helps connect them with the farmers. Many farmers come to ask for more information, and AMEDD takes advantage of their visit to tell them about the activities of partner organizations in their villages
AMASSA	Villagers: men, women, youth, children	The will show the videos in both FFS villages (nutrition project) in October, 2014	The question & answer session at the screening helps to consolidate relations with the community, because they had such serious problems with striga. Now AMASSA receives many demands for cowpea and groundnut seed	Besides the 52 villages, other neighboring villages have received the DVD and some have come to ask to join AMASSA. 5 new villages are being considered as new members
DRA	Not sure	No	No	They have not noticed farmers coming in to the office asking for information

**Table 13. Changed relations with other organizations**

Organization	Have relations with other organizations changed?
<b>Mopti</b>	
AKF	Good collaboration with ICRISAT
CRS	NA
DRA	Communication with partners has improved, and there is no longer disagreement in the field. There are more partners now and they are working together better, and publishing together
<b>Ségou</b>	
UACT	Improved ties with various organizations. May do a project with CRS and the mechanical seeder. After the videos people started to adopt micro-dose, and UACT realized that the work took more time than people had. They need an animal drawn machine to save labor. So UACT now does research on the mechanical seeder with IER and IFDC. UACT made a poster on rapid compost with Helvetas, and wrote a fiche with ICRISAT
DRA/Tominian	The videos have been distributed to partners
Intercooperation	They sent people to the Access Agriculture training, Nov 2013 and now help MOBIOM to make new videos
Caritas	Probably not
World Vision	They have good relations with the state technical services and with ICRISAT
Radio Moutian	They work with UACT, ICRISAT, the DRA, and Caritas. Pierre of UACT comes to the station to answer questions on the air. The station distributed the DVDs to the Service Technique
<b>Sikasso</b>	
AMEDD	Much change. See Box 4
AMASSA — Afrique Verte	AMASSA and AMEDD began collaborating with each other as a result of the videos, e.g. after ICRISAT gave AMEDD video-watching equipment, AMASSA began to borrow it. After Bentley's visit in 2013, AMASSA received 100 more copies of the DVD. AMASSA gave some to CMDT and 20 DVDs to the Programme d'Appui aux Filières Agricoles (PAFA). AMASSA began collaborating with CMDT after giving them DVDs
DRA/Koutiala	No

### 3. Conclusions and recommendations

#### Conclusions

***The viewers remembered the striga videos.*** In village after village, even if people had only watched the videos once, they always had something intelligent to say about the contents, even two years after the screening.

***All of the villages were changed in some ways,*** either by solving their striga problems, or by changing their organizations or both. Like FFS, the videos do more than just explain technology. Farmers learn background biological and ecological information, and then use that to conduct their own change. Main technical changes included:

- hand-pulling of striga
- making compost
- micro-dosing fertilizer
- intercropping with legumes.

Organizational changes include:

- strengthening women's groups
- groups adding striga pulling to their repertoire of services
- organizing to watch videos



**Everyone can watch the videos**, if they are properly distributed, e.g. if women receive DVDs. If the videos are shown in a public place in the early evening, men, women, youth and children are all able to watch them. The children often explain the contents to their parents later, to refresh their memories.

**Topic matters.** Villages that have greater problems with striga express more interest in striga videos. Clearly, DVD distribution is more effective if communities receive videos on topics they want to address.

**Organizations in Mali showed the videos well.** After our experience in Uganda, where the large institutions more or less let the videos pass through them, like water down a drain (Bentley, Van Mele and Musimami 2013), we were expecting a similar story from the organizations in Mali. But the organizations in Mali were engaged with FFS and with ICRISAT, which no doubt made a difference as to how the videos reached rural communities.

**Still, DVD distribution to villages can be improved.** In Bangladesh many people watched the videos various times (Bentley, Van Mele and Harun-ar-Rashid 2013). That happened much less in Mali. A better knowledge and mobilization of local village organizations will likely add to the efficiency and spontaneous organization of viewings.

**The organizations in Mali changed as a result of the videos and FFS.** AKF used the FFS as an entry point into the communities, and now uses videos to train FFS trainers and to strengthen their relations with the communities. Many organizations work in rural communities; some have taken their staff through specific training on participatory and rural development methods. Learning from farmers, and learning to value them, can be a long process and requires mutual trust building. Showing well-made farmer-to-farmer videos to rural communities can help to speed up this process of trust building.

UACT is extremely community-spirited, and continued to do FFS in some villages until recently. They helped film the videos and have had 30 screenings and distributed 60 DVDs. They have invested a lot of energy in the videos, for a group that has as its main mandate buying, transforming, storing and selling commodities. Like the private rice sector in Uganda, they must feel that these well-made videos enhance UACT's standing among viewers, especially if the audience is then able to increase their production by following the advice on the videos.

Most of the organizations now have improved ties with ICRISAT as a result of the videos. AMEDD has been transformed by their experience with the videos. Before starting to collaborate with ICRISAT, they had little experience with audio-visuals. Now they are receiving prizes for their work, making top notch videos (their latest on baby food is wonderful), being recognized as a leader, and winning new projects. But more than that, they have had a sincere change of heart. They want to use videos as much as possible, because they believe that videos help the communities.

**Tracking distribution.** The study in Mali looked at organizations who fairly recently began using farmer-to-farmer training videos, and all have experienced how this has changed their relationship with the communities, research and other development organizations (national or local). In these early days they may not yet have been convinced of the value of keeping proper track of DVD distribution and viewing (which admittedly is a bit like getting more homework), but this may change once they begin to see the video approach that Access

Agriculture promotes as a long-term engagement where feedback matters, rather than a one-off intervention strategy.

### **Recommendations**

***When distributing DVDs, give only one DVD per person.*** DVDs are valuable. People with five DVDs make no better use of them than people with just one copy. Give each DVD to a different person, preferably to some women and youth, not just elder men, and ideally to people who are well respected member of a village organization.

***Before giving away a DVD, ask “Who has video playing equipment?”*** The equipment owners are often young adults. Distribute the DVD in public, emphasizing that the young person is accepting the responsibility to show the videos to interested community members. Or a village committee might be another way to organize distribution, as long as it is inclusive.

***Do things to make the videos seem valuable.*** Charge for them, have public screenings, announce them on the radio, or make a ceremonial gift. Gift giving is a human universal. As Marcel Mauss (1950) explained, gifts are always reciprocal. When we give a DVD we should stress that the person receiving the gift must repay us by showing the videos to other people.

***Building relations with Access Agriculture.*** All organizations who have used farmer-to-farmer training videos have experienced their power, their impact on rural communities and how video triggers institutional change. Therefore, it would be good for Access Agriculture to continue building the relationship with these organizations, as a way of long-term engagement. Apart from creating demand for new videos and other services, these relations could help Access Agriculture to create (and to test innovative) feedback mechanisms.

## References cited

- Bentley, Jeffery W. 1989 "What farmers don't know can't help them: The strengths and weaknesses of indigenous technical knowledge in Honduras." *Agriculture and Human Values* 6(3):25-31.
- Bentley, Jeffery W. & Paul Van Mele 2011 "Sharing ideas between cultures with videos." *International Journal of Agricultural Sustainability* 9(1): 258–263.
- Bentley, Jeffery W., Paul Van Mele & George K. Acheampong 2010 "Experimental by Nature: Rice Farmers in Ghana." *Human Organization* 69(2):129-137.
- Bentley, Jeffery W., Claudio Velasco, Félix Rodríguez, Rolando Oros, Rubén Botello, Morag Webb, André Devaux & Graham Thiele 2011 "Unspoken Demands for Farm Technology". pp. 302-324. In André Devaux, Miguel Ordinola & Douglas Horton (eds.) *Innovation for Development: The Papa Andina Experience*. Lima: International Potato Center. Originally published in 2007 in *International Journal of Agricultural Sustainability* 5(1):70-84.
- Bentley, Jeffery, Paul Van Mele, Sidi Touré and Tom van Mourik 2013a Fighting striga and improving soil fertility with videos in Mali. Agro-Insight. Report submitted to Swiss Agency for Development and Cooperation (SDC).
- Bentley, Jeffery, Paul Van Mele and Grace Musimami 2013b "The Mud on Their Legs – Farmer to Farmer Videos in Uganda." MEAS Case Study # 3.
- Bentley, Jeffery, Paul Van Mele and Harun-ar-Rashid 2013 "The Story of a Video on Mechanical Seeders in Bangladesh: If We Are Convinced, We Will Buy It." MEAS Case Study # 6. <http://agroinsight.com/agricultural-extension.php>
- Bentley, Jeffery, Paul Van Mele, Florent Okry, & Espérance Zossou 2014 "Videos that Speak for Themselves: When Non-Extensionists Show Agricultural Videos to Large Audiences." *Development in Practice* 24(7):921–929.
- Gallagher, Kevin 2003 "Fundamental elements of a farmer field school." *LEISA* 19(1):5–6.
- Mauss, Marcel 1990 [1950] *The Gift: The Form and Reason for Exchange in Archaic Societies*. New York and London: Norton.
- Ravallion, Martin 2001 "The Mystery of the Vanishing Benefits: An Introduction to Impact Evaluation." *The World Bank Economic Review* 15(1):115-140.
- Thiele, G., R. Nelson, O. Ortiz, and S. Sherwood 2001 "Participatory research and training: Ten lessons from the Farmer Field Schools (FFS) in the Andes." *Currents* 27:4-11.
- Van Mele, Paul, J.W. Bentley, Rosaline Maiga Dacko, Kalifa Yattara & George K. Acheampong 2011 "Attitude Counts: Engaging with Rice Farmers in West Africa." *Development in Practice* 21(6):806-821.
- Zossou, Espérance, Paul Van Mele, Simplicie D. Vodouhe and Jonas Wanvoeke 2010 "Women groups formed in response to public video screenings on rice processing in Benin." *International Journal of Agricultural Sustainability* 8(4):270–277