

AgReach Extension Helper App

Aimed at making extension systems more efficient, the AgReach Extension Helper app is a multi-faceted tool designed to:

1. Improve extension worker's ability to teach farmers, towards improved adoption of beneficial technologies & practices;
2. Improve data quality towards better M&E and evidence-based planning;
3. Improve coordination, efficiency, and cost-effectiveness of services through mapping activities to determine areas of oversaturation and where access is low;

for strengthened implementation of the demand-driven approach.

Application and management portal are readily tailored to different countries and contexts.

Keywords: cost-effective, M&E strengthening, access to information, adoption, geolocation,

Brief produced by Avelardo Rivera

Strengthened data quality for results-based planning
Improved coordination of pluralistic extension for cost-effective programs
Improved access to information for adoption of technologies and practices for more resilient farmers and extension networks.

The application uses a two-sided interface. Where frontline workers use an android-based application, and management teams access uploaded data in a web-based app.

User Functionalities provide:

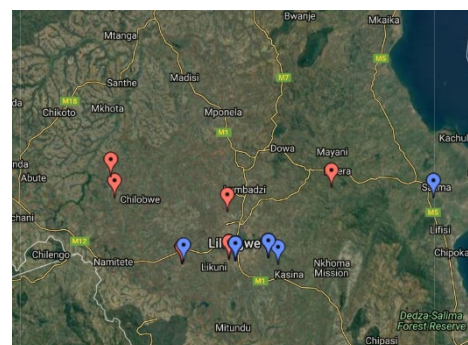
1. Improved coordination of extension service providers through mapping and visualization of the extension landscape;
2. Strengthened accountability of frontline extension worker by tracking and farm visit geolocation;
3. Streamlined the reporting of data from the village-level, to higher levels along the DAESS through digital data collection, validated by district administrators.

Field-Level Functions

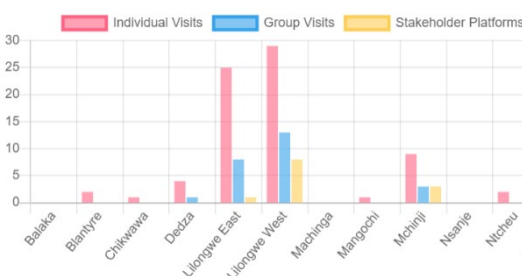
1. Collects farmer characteristics, production data, and map farm location
2. Able to show training videos, fact sheets, technical notes
3. Develops maps of service providers' interactions with farmers

Management-Level Functions

1. Develops heat maps of services for improved access to services by farmers
2. Track extension workers' fieldwork to manage work plans and personnel
3. Web interface provides data for evidence-based planning
4. Ability to upload and manage resources accessible to frontline workers



Frontline worker's interactions with farmers provide GPS coordinates of sites visited, giving insight into service coverage, while improving accountability.



Field visits by frontline workers produce data to address both oversaturation of services, and gaps in service provision per district.



Individual frontline worker' activity generates a heat map of sites frequently visited, improving accountability of the worker, and validity of data.

Quotes

- "Very helpful, and motivates you to go to the field."
- "Good approach, especially because we are moving forward with technology."
- "We can serve and send information up to the government and down to the villager."

Next Steps

- Plan a training of trainers workshop
- Continue dialogue with private-sector actors
- Conversations with partners are on-going

Contact:

Dr. Paul McNamara | Director, AgReach, mcnamar1@illinois.edu
 Dr. Clodina Chowa | Chief of Party, SANE Activity cchowa@illinois.edu
 Dr. Austen Moore | Deputy Project Director, SANE Activity, acmoore@illinois.edu