



RESEARCH PROGRAM ON
**Climate Change,
Agriculture and
Food Security**



Farmers' video testimonials to scale out climate-smart agriculture



Photo credit: IWMI Nepal

CCAFS has documented farmers' testimonials on climate-smart agriculture through several short films. The films form an important repository of the various interventions being used in Climate-Smart Villages in Bihar and Haryana. Apart from capturing field experiences, they also serve as valuable extension material in scaling out climate-smart agriculture practices.

By watching how these technologies have helped in adaptation, increasing productivity and incomes and building resilience to climate change, farmers are more likely to be inspired to try them out.

The videos have proved to be a powerful tool to spread awareness on climate-smart agriculture in rural communities, particularly in communities where literacy rates are low.

Community screenings also create an informal forum for farmers to meet and exchange ideas and experiences. As Sanjeev Kumar, a farmer who attended one screening in Bihar said: *"I had heard about a zero-till machine and seen advertisements in the newspaper but this is the first time I saw it in operation, through the film."*

CCAFS has also supported a participatory video project to document the gender differentiated impacts of climate change on men and women in Dhanusha district in Nepal. This video series showcases how farmers view climate change and their ability to adapt to it.

Objective

- To film farmers' experiences with climate-smart agriculture practices and use these videos to scale out climate-smart agriculture in other regions.

Locations

Bihar and Haryana (India) and Dhanusha district (Nepal)

Partners

Bigg Shift Communications (ViDocs India), International Water Management Institute (Nepal)

Approach

- CCAFS partnered with ViDocs to create a series of videos on best practices in climate-smart agriculture featuring farmers' testimonials on interventions such as laser-land levelling, zero-tillage, weather advisories, index-insurance and agroforestry, among others.

Initial Results

- The videos have been produced in Hindi, with English subtitles.
- In all, over 20 short films have been produced and are available online and on DVDs. These films are regularly screened and distributed during village fairs, farmers' meetings, trainings and workshops
- CCAFS and ViDocs are also disseminating the video through mobile phone kiosks in villages in Bihar. Over 40 kiosk owners in Bihar are sharing the films directly with farmers by uploading them onto farmers' phones.
- The films have been screened in over 180 villages in Muzaffarpur and Vaishali districts in Bihar during community meetings, village fairs and market days.
- Practical Action Consulting is using the films as part of a training program on climate-smart agriculture in Nepal. The organization has a target to reach 15,000 farmers within four years.



Village ICT kiosk owners are sharing the videos with farmers by uploading them on mobile phones

ABOUT CCAFS

The CGIAR Research programme on Climate Change, Agriculture and Food Security (CCAFS) is a strategic partnership of CGIAR and Future Earth, led by the International Center for Tropical Agriculture (CIAT).

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