



Organizing and managing livestock content for mobile dissemination

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The Challenge

- To deliver diverse, timely, relevant, and actionable information to farmers we must have good quality content
- Content should be adapted in the form of practical advises, on which farmer can act

The Approach

- Identifying knowledge needs
- Organizing them into different knowledge domains
- Identifying knowledge topics
- Developing draft content
- Following the content generation and validation process
- Placing the content on mobile VAS system
- Information pulled or pushed to livestock keepers

Livestock Content Needs

Knowledge Domains	Buffalo	Cow	Goat	Poultry	Grand Total
Breeding and Reproduction	1,932	3,234	3,346	2,855	11,367
Disease Management	12,505	14,884	14,474		41,863
Feed and Fodder Management		1,822	1,904	1,979	5,705
General Care	7,817	27,510	13,739	4,908	53,974
Grand Total	22,254	47,450	33,463	9,742	112,909

Knowledge domain pulled by the livestock farmers (in pulses)

The pattern of usage clearly indicates the nature of the problems faced by livestock farmers and requirement for actionable content.

Example

SMS

- Add mineral mixture to the feed of a cow to increase growth, fertility, vigour and milk production & fat %. Give **one tablespoon** full of mineral mixture every day
- 2 months before calving stop milking the pregnant cow. Feed 1.5 kg extra cattle feed & **handful of mineral mixture/day**. Give plenty of clean drinking water.

Example- Voice Message

Maintaining Azolla production as feed for dairy

Dear Farmer, if you are currently producing azolla, take care of it in order to keep optimal daily production. Add a mixture of 20 g. of super phosphate (a match box) of fertilizer and about 1 kg of cow dung every 5 days. **Half a match box** mineral mix can also be added at weekly intervals to enhance the nutritive content. About **10 buckets of 20 litres** (25-30 % of the pit water content) to be replaced with fresh water once every 10 days to maintain long term production. The water discarded can be used in a vegetable garden. About 5 kg of bottom soil to be replaced with fresh soil once a month. The pit bed to be cleaned, the water and soil replaced and new azolla inoculated, once every six months. Spread **30 g. (a matchbox full)** of finely ground neem seed cake spread on the azolla or spray a **5 ml of neem oil (a tea spoon full)** in one litre of water with the addition of two drop of liquid soap, to control white fly infestation. To control growth of fungi, add **10 g. (one table spoon full)** of Copper Sulphate to the water. Do not use chemical pesticides. They can be toxic to your animals. An azolla pond is also a breeding place for mosquitoes. Cover the pit with a mosquito net. This will also prevent frogs from eating the azolla. Use half or one Kg a day, as harvested from the water pit and feed it directly or mixed with other feeds or straws to lactating cows.

Key Lessons

- Translating scientific knowledge to farmer's advice
- Getting the content right- correctness, accuracy, relevance and time
- Endorsing products or providing evidence of content correctness is difficult
- Deciding content for which platform.
- Dynamically adjusting to agriculture calendar.

More information

- http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2015/02/GSMA_HandygoCase_FinalProof02.pdf
- <http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2014/10/HandygoMidline.pdf>
- <https://cgspace.cgiar.org/handle/10568/34410>