

Access Agriculture Panorama No. 33 - April 2023



New video from Access Agriculture : [How to sell ecological food](#)
[English](#) | [French](#) | [Spanish](#)

Access Agriculture leaflet

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Entrepreneurs for Rural Access leaflet

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[Access Agriculture 2021 on-line survey - Summary](#)

**Welcome to our monthly news update with
'Access Agriculture Panorama'**

This monthly e-newsletter gives a bird's eye view of all the exciting updates from Access Agriculture, a world-leading organisation for quality agricultural training videos in international and local languages, working across the Global South.

The links to different language versions are given below each section.

If at any time you wish to unsubscribe, please use the unsubscribe link at the bottom of the newsletter.

Access Agriculture Podcast



Improving farmers' access to smart learning with videos: Insights from a young Indian changemaker

[Audio podcast of Access Agriculture](#) Co-founder **Phil Malone** in conversation with **Neeraj Kumar**, Co-founder of Khetee, an NGO in Bihar, India, on his experience as Access Agriculture's Entrepreneur for Rural Access (ERA). [Listen here](#) ...

Related links:

Blog: [Young entrepreneur brings smart farmer learning to Bihar, India](#)

Video: [Entrepreneurs for Rural Access](#)

NEWS



First Access Agriculture videos in South African languages

Access Agriculture conducted a translation workshop 7-9 March 2023 for South Africa, under the Knowledge Centers for Organic Agriculture (KCOA) Project, in Cala, Eastern Cape, in South Africa. [Read more](#) ... [\(3\) Facebook](#)

The sound and vision of organic farming for rural audiences



Phil Malone
Communications
Specialist,
Access Agriculture



**Hanuma Prasad
Kaligotia**
Programme Head
Vishnu Radio, India



Nancy Malata
Head of Station
Timveni TV, Malawi



**Paul Thiong'o
Mbugua**
Senior TV Producer
KTN FARMERS TV, Kenya



Blessings Flao
Malawi & Southern
Africa Co-ordinator,
Access Agriculture



Jonas Wanvoeke
Chef d'équipe - Vidéo,
Access Agriculture



**Stanislas Woanga
Kamengele**
Directeur, Radio Amami FM
République Démocratique
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Tryphène Tanella
Présentatrice à OSE TV,
Côte d'Ivoire



**Boni Moussa Boukari
Madougou**
Directeur, Radio SU TIB
DERA Nikki
République du Bénin



Nafissath F. Barres
Chef, Engagement local,
Access Agriculture

Le son et la vision de l'agriculture biologique pour les audiences rurales

The sound and vision of organic farming for rural audiences: Webinar dedicated to media houses

A webinar titled 'The sound and vision of organic farming for rural audiences' was held by Access Agriculture on 14th March for the English-speaking audience. For the French-speaking audience, a webinar on the same theme, titled 'Le son et la vision de l'agriculture biologique pour les audiences rurales' was held on 21st March. Both the webinars were organised as part of the Knowledge Centre for Organic Agriculture (KCOA) project activities.

[Read more](#)



Young entrepreneurs in Uganda empowered with digital skill

As part of a joint project with FAO Farmer Field School (FFS) in Uganda, eight youths belonging to three entrepreneur teams from Karamoja region in Uganda took part in an orientation course, 15-17 March, to master the use of a solar-powered Digisoft smart projector (containing all Access Agriculture farmer-training videos).

The three teams had won a smart projector each through the Access Agriculture Young Entrepreneur Challenge Fund initiative based on their business model on using the smart projector to screen farmer training videos in rural areas to bring about a positive change in the lives of farming communities. The winners of the Challenge Fund are called Entrepreneurs for Rural Access or ERAs, in short.

[Read more](#)



Your support needed to empower the changemakers

We gratefully acknowledge the generous support of our donors, as two of the six young women entrepreneurs whom our campaign targets, have successfully embarked on their journey to bring knowledge to other women of their farming communities.

Please be one of the wonderful people to [make a donation](#) at GlobalGiving and share this opportunity with your friends.

[**Help us raise funds for our current campaign!**](#)

New videos added in March

50 new videos - 10 [Bariba](#), 15 [Hindi](#), 04 [isiXhosa](#), 10 [Kinyarwanda / Kirundi](#), 01 [Marathi](#), 05 [Sepedi](#), and 05 [Telugu](#) - have been posted on our platform www.accessagriculture.org. They are freely downloadable as video (mp4), audio (mp3), mobile (video format 3gp) along with a one-page fact sheet with contact details for more information.

Most viewed video in March



Herbal medicine against fever in livestock

In this video, we will learn what causes fever, how to recognise an animal with fever and how to handle a simple case of fever on your farm using a few simple tips.

[Arabic](#) | [Bangla](#) | [Chichewa](#) / [Nyanja](#) | [Chitonga](#) / [Tonga](#) | [English](#) | [French](#) | [Fulfulde](#) (Cameroon)
| [Hindi](#) | [Kannada](#) | [Luganda](#) | [Marathi](#) | [Ngakarimojong](#) / [Karamojong](#) | [Peulh](#) / [Fulfuldé](#) / [Pulaar](#)
| [Spanish](#) | [Telugu](#) | [Wolof](#)

FROM OUR CHANGEMAKERS



ERAs@work!

ERAs@Work in India

The following ERAs are part of the Access Agriculture project in Andhra Pradesh and Telangana states in India, supported by the Kristian Gerhard Jebsen Foundation (KGJF):

- **ERA** team members, **Janaki Bobbili** and **Eswar Rao**, associated with **Sabala** NGO, facilitated four video shows in March for 125 participants (90 female participants), including schoolchildren, in Marlapalli, Lingampeta, Ghanisettipalem and Kotanavanipalem villages, Vizianagaram district, Andhra Pradesh state. The videos shown included [Using sack mounds to grow](#)

[vegetables](#) and [Making a vermicompost bed](#); [Silage from maize](#); [SLM00 Introduction](#) and [SLM12 Conservation agriculture](#); [Compost from rice straw](#) (See photo in [Access Agriculture Flickr](#)).

- **ERA** team member, **Pothula Buggappa**, associated with **WASSAN** NGO based in Telangana, who fosters skill sets in farmer groups in best agricultural practices and marketing facilitated four video shows in March for 146 participants, including 40 women, in Bandiwada, Rayalagutta and Thimmareddypally villages, Vikarabad district, Telangana state. The videos shown included [The rice seedbed](#), [Effective weed management in rice](#), [Making a good okra seeding](#), [Solar drying of chillies](#), [Drip irrigation for tomato](#) and [Intercropping maize with pigeon peas](#), and [Sowing and thinning sorghum](#), among others. Participants appreciated the videos and asked for more videos in Telugu language. (See photos in [Access Agriculture Flickr](#))
- **ERA** team members, **Anuradha** and **Sandeep**, associated with **WASSAN** NGO in Andhra Pradesh, conducted two video screening sessions in March for 25 participants, including 22 women in Nallacheruvu village, Anantapur district, Andhra Pradesh state. The videos shown included [Making a cooling chamber for tomatoes](#) and [Good handling of tomatoes](#). (See photos in [Access Agriculture Flickr](#)). Participants appreciated the videos and asked for more videos on storage of tomatoes and technique of sun drying of tomatoes.
- **ERA** team members, **Indira Karri**, **Santhi Kumari Tuburu** and **Dasari Dali Naidu**, from **Susag** Millet Farmer Producer Company (FPC), coordinated 12 video shows in February and March for 206 participants, (105 female participants), including schoolchildren. The events were held in the following villages in Alluri Seetharamaraju district, Andhra Pradesh state: Galaganda, Sirasapalli, Chidiputtu, Gasabu, Chuttumetta, Boddaputtu, Santhabayalu, and Boithili. -- The videos shown included the following: [Good handling of tomatoes](#) (See photos in [Access Agriculture Facebook](#)); Rice seed preservation (See photos in [Access Agriculture Facebook](#)); [Coffee: picking & drying](#) (See photos in [Access Agriculture Facebook](#)); [Floating vegetable gardens](#) and [Intercropping maize with pigeon peas](#) (See photos in [Access Agriculture Facebook](#)); [The rice seedbed](#); [Managing bacterial leaf blight in rice](#) and [Mulch for a better soil and crop](#); [Taking care of okra](#); [The wonder of earthworms](#); [Grow row by row](#) and [Making more money from onions](#); [Killing fall armyworms naturally](#) and [Root and stem rot in groundnut](#). (See photos in [Access Agriculture Flickr](#)).
- **ERA** team members, **Pangi Lakshmi**, **Salla Venkata Lakshmi** and **Vanthala Matsyaraju**, from **Adivasi Mitra** Welfare Society, organised nine training sessions for 160 participants, including 110 young women, using videos in the following villages in Alluri Seetharamaraju district, Andhra Pradesh state: Pamrelli, Thulbarang, P.Chinthaveedi, Thotlagondi, Kunthurla, Vampur and Gabbangi. The videos shown included [Drip irrigation for tomato](#); [Coffee: picking & drying](#) and [Drip irrigation for tomato](#); [Organic biofertilizer in liquid and solid form](#) and [Coffee: group organisation](#); [Making a vermicompost bed](#) and [Drip irrigation for tomato](#); [Mulch for a better soil and crop](#); [SLM00 Introduction](#) (See photos in [Access Agriculture Flickr](#)).
- **ERA** team members, **Bhairav Kumar**, **Abhishekam** and **Jasmine**, who are associated with the **Centre for Sustainable Agriculture (CSA)**, facilitated four video screenings for over 30 participants, including children, in February and March in Thallapuram village, Kadapa district and in Kondapuram village, Kurnool district, Andhra Pradesh state. The videos shown included [Managing false smut of rice](#) (See photos in [Access Agriculture Facebook](#)); [Let's store our maize well](#); [Natural ways to manage bloat in livestock](#) and [Management of Newcastle disease](#) (See photos in [Access Agriculture Flickr](#)).
- **ERA** team members, **Midathana Hemalatha** and **Nagireddy Satya Prasad**, who are associated with **Vikasa** NGO, screened three videos for 87 schoolchildren, including 81 girls, in Arama Nandivalasa village, Alluri Seetharamaraju district,

Andhra Pradesh state. The videos shown included [Making a vermicompost bed](#), [Using sack mounds to grow vegetables](#) and [Killing fall armyworms naturally](#) (See photos in [Access Agriculture Flickr](#))

Interactions with ERAs



Agriculture Entrepreneur Coaches from India and Philippines Coordinator

Access Agriculture team of Entrepreneur coaches from India -- Nandini Pakki and Mounica Lingireddy – accompanied by Philippines Coordinator Danessa Lopega, interacted with ERAs and representatives from partner organisations, namely Centre for Sustainable Agriculture (CSA) and Watershed Support Services Activities Network (WASSAN). Among the places visited were Kadapa and Chittoor, Andhra Pradesh, as well as Vikarabad, Telangana. Aside from the video shows, the team was able to have field visits and see the enterprises and processing units of the ERAs and farmer groups. The visit offered to Danessa a first-hand view of how the ERA teams in India are using the video shows to help their communities and how this could be applied in the Philippines to benefit indigenous communities there.

BLOG POSTS



What do earthworms want?

Even seemingly simple tasks, like raising the humble earthworm, can be done in more ways than one, however all variations must follow certain basic principles.

In a video from Bangladesh, villagers show the audience how to raise earthworms in cement rings, sunk into the soil. The floor is covered with a sheet of plastic to keep the worms from escaping. The worms are fed on chunks of banana corm and the ring is covered to keep out the rain, but still retain some moisture.

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MEET OUR AMBASSADOR



David Nderitu

David Nderitu is the Executive Director Imarisha - Kenya and holds an M.A in Population Studies and a B.A. in Economics and Sociology. He has over 15 years of extensive knowledge and experience in civil society organisations, in particular organising capacity building activities, policy-advocacy (including working with the media), and working with national and county governments. He is passionate in promoting sustainable agriculture practices especially organic farming, recruiting smallholder farmers into the organic farming value chain and solidifying partnerships with other actors in this sector.

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WINNER OF THE MONTHLY QUIZ



Shey Lesley Ringnyu

Winner of Access Agriculture March 2023 Quiz contest

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