ICT Consultative Workshops
Findings and Suggestions
Why Consultative Workshops?

1. **e-Pak Ag**
   - going beyond a website
   - avoiding duplication of efforts
   - exploring new ICT options
   - build upon good practices in Pakistan

2. **The stakeholders**
   - Public & private service providers, NGOs, farmers, academia
Consultative Workshops

1. University of Agriculture, Faisalabad (23rd June, 2014)
2. NARC, Islamabad (8th January, 2015)
3. Agriculture House, Lahore (25th Feb., 2015)
4. UAAR, Rawalpindi (21st May, 2015)
Key Questions

- What are the best practices?
- How do we use the range of "delivery" options to make information more accessed?
- How farmers’ needs and interests are (& should be) addressed?
- How we can make information;
  - need-based
  - more compelling and "actionable"
  - credible
- How to enhance coordination between different agri. service providers?
Main Findings and Suggestions

• Huge data bank on internet and print media
  • Public, private, NGOs

• Trustworthiness and reliability....?

• Need for M & E – Ag universities should take lead

• Mobile phone based delivery can be more effective

• Promotion of ICTs at village level (e.g. village festivals, community centers)
Main Findings and Suggestions

• Relevance of information – e.g. in accordance with ecological needs

• Use pictures, graphics, videos

• Start with the targeting of extension workers and service providers’

• Smallholders, women and youth are generally ignored

• Coordination between service providers through ICTs
Main Findings and Suggestions

Delivery Options/Effective Tools
  • Mobile phone, call centers, mix of new and traditional media

Farmers’ Needs
  • Rarely analyzed. Area specific approach is needed

Credibility of Information
  • Ag Universities, Public sector organization

Coordination
  • Least coordination between stakeholders
M.Phil. Research (Scholarships)

1. Sources of Information for the farmers

2. Working strategy of Public, Private and NGO sector (ASKME framework)
Moving Forward

• **Information Credibility**
  • Ensuring validation, credibility, relevance and trust in the information.

• **Information sources.**
  • Coordination between sources & delivery agents of information

• **Information form.**
  • Making sure information is interesting and actionable. Pictorial, graphics, voice, local language

• **Information access.**
  • Getting the right information to the right person using ICT.
  • ICT capacity amongst users and potential users.
  • Use of cell phones, call centers, village level access
Moving Forwards

• Information Portal
  • Credible Technical stuff from different sources

• Capacity building of extension service providers on ICTs
  • UC Davis & Outreach chair of US-PCAS AFS

• Developing liaison & coordination
  • Continuation of workshops
  • National Conference
Some glimpses of workshops