

Bundled CSA/CIS for AICCRA Ghana Project (Platform creation)

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Contributing AICCRA Partners to this AICCRA deliverable

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Introduction & Background

AICCRA is not a typical research project of the CGIAR. This is because its focus is not primarily on research, but rather on getting research outputs and results into the hands of stakeholders to drive change in the agriculture and food sector in Africa. These stakeholders include policy makers from different levels, national extension services, national meteorological agencies, regional organizations, development agencies, the private sector, and farmers. Thus, AICCRA is about dissemination of results, scaling up, impact pathways, and outcomes.

Esoko's 2022 role in AICCRA-Ghana

(Highlights of Esoko Promised Activities for 2022)

- Create a network of farmers to receive CIS and CSA bundle with other services.
- Provision of digitized agronomic content, weather forecasts and CIS to national portals

Esoko engaged ten (10) agents to profile farmers in AICCRA operational areas. Based on the profiling, Esoko was able to create a network of 256,981, exceeding the target by 6,981 (2.79%). These farmers were provided with CIS/CSA technologies as shown in Fig 1&2

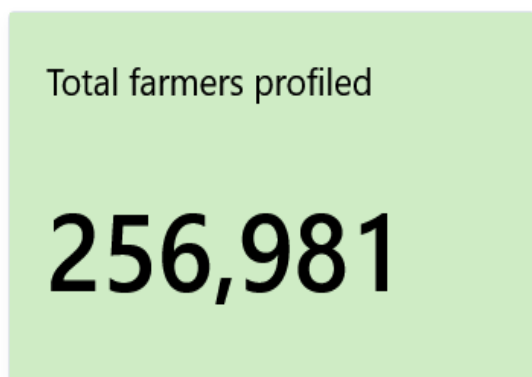


Figure 1: Farmer Profile

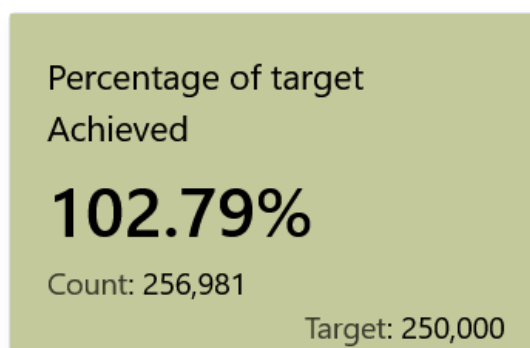
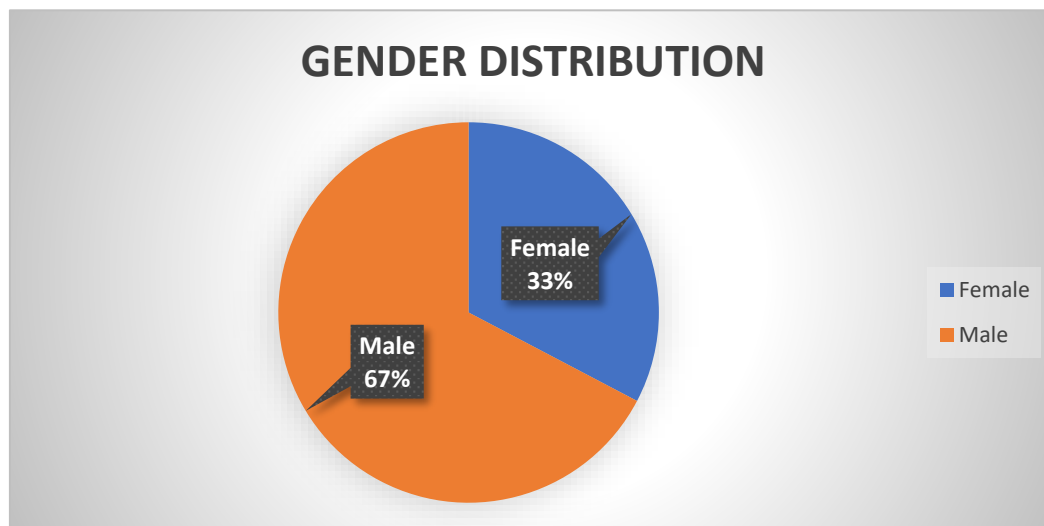


Figure 2: Percentage Achieved

Gender Distribution

Women form an important segment in Agriculture in Ghana. Esoko is also sensitive to women farmers and interested in supporting them to improve their livelihoods as this impacts the community as whole. During the profiling approximately 33% of women farmers were profiled as beneficiary of CIS/CSA technology.



Regional and District Segregation

The farmers were segregated into Region and District, male or female and crops grown. The individual breakdown is shown on the dashboard. The agents were able to profile 40,752 new farmers from AICCRA operational areas in Central, Gt. Accra, Bono East, Northern, Upper East and West regions. The rest came from CCAFS existing farmers 150,012 and Esoko's current activities in AICCRA districts also contributed 66,182 farmers.

Table 1: Regional Segregation

Region	# Farmers
Bone East	82,234
Central	3,983
Greater Accra	2,210
Northern	52,682
Upper East	38,367
Upper West	77,505
Total	256,981

Table 2: District Segregation

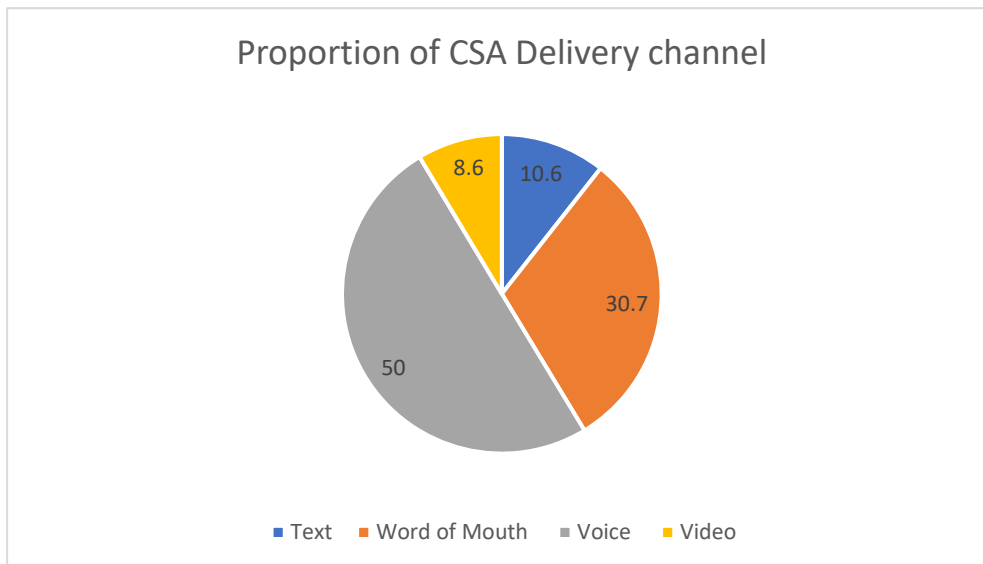
District Name	#Farmers
Cape	353
Jirapa	5620
Kasena Nankana East	36
Kasena Nankana West	352
KEEA	95
Kintampo North	9802
Kintampo South	6859
Lawra	1874
Techiman North	10,572
Techiman Municipal	1298
Tolon	3576
Ga South	307
Total	40,744

In addition to this, Esoko added 150K from CCAFS beneficiaries. This brings a total of 256,946 beneficiaries.

Bundle Content delivery

Esoko through its insyt platform delivered CSA and CIS to 256,981 farmers, this exceeded the annual target delivery by 2%. Over 4,000,624 messages were sent to beneficiary farmers in which 80% was by voice and 20% by text.

In the diagram below, Text, represents farmers who received content via SMS. Word of Mouth represents the percentage that received the services through Esoko field agents and calls to Esoko Farmer Helpline. Voice is indicative of those that received the content via voice SMS and Video are those that watched short videos links sent to the farmers via text. These video links were sent to selected farmers who indicated they had android phones and would be able to access the videos. Esoko sent seasonal forecast for the year 2022 to 140,212 farmers in AICCRA operational areas. These recipients included 26% women and 12% youth farmers.



Bambo is a bundle service that provides CIS, CSA with insurance to farmers. This is being accessed by the youth and women farmers. Bambo is an initiative by Esoko in collaboration with Microinsure to bundle CIS, CSA, and insurance services to farmers. This service, unlike other insurances services, provides compensation for lost time off the farm because of hospitalization, maternity, or death. Beneficiary farmers on this insurance program comprise of 15% women and 8% youth farmers.

Esoko has collaborated with CABI to bundle CIS/CSA with Pest and Disease early warning and is disseminating to farmers in the various AICCRA Project locations. Esoko sent out over 2.2M text SMS and 2.8M voice messages to beneficiary farmers during the period under review.

CRI-CSIR and GMET also provide Esoko with content on CSA and CIS, respectively. All the seasonal forecasts came from GMET. Esoko uses the satellite data to support the daily forecast from Esoko to beneficiaries. All 256K farmers received daily weather forecast from the Esoko platform. Esoko has disseminated 2,855,662 daily weathers forecast via SMS to farmers.

Conclusion

By virtue of our activities, Esoko have a working MOU with various organization including Microinsurance, MoFA, Ignitia, GMET and 10 agents that profile farmers from AICCRA locations. This has helped us to achieve both numerical and content dissemination targets set for 2022. Reports from the call center gives us promising feedback for 2023.



AICCRA

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