

Road to Job Project

Intervention profile

Mobile phone extension services on Good Agriculture Practices (GAP) to grape farmers. R2J supported collaboration between Human Network International (HNI) and Roshan Mobile Network to provide extension services on GAP through phone handsets to farmers.

Problem: Afghan farmers in general and the farmers in Balkh and Samangan provinces in particular having low knowledge on Good Agriculture Practices (GAP). Majority of the farmers utilize traditional farming techniques because of don't have access to latest information and improve agriculture practices and technologies. This big gap in agriculture emerges in low productivity and low income to the farmers.



Target groups/beneficiaries: The intervention is targeting 1.8 million smallholder farmers.

Objectives: The overall objective is to increase access to information on good agricultural practices (GAP) and better paying markets to help improve on productivity, quality and incomes for farmers. It is expected that there will be rapid scale up to include other agricultural crops if the launch of the grapes information is successful.



Outcomes: by the end of 2017, the intervention produced the expected results as follows:

- Increased farmer access to markets leading to increased incomes.
- Improved farmer knowledge on GAP leading to improved productivity and incomes.
- Increased revenues for HNI and Roshan, enough to sustain 3-2-1 service offering free calls to farmers.

Progress so far: by support of R2J, the business deal has been structured and HNI has signed the MoU and commercial agreement with Roshan MN Company to establish the 3-2-1 agriculture information system. Roshan is investing USD \$285,300 HNI is investing USD \$80,870 and R2J USD \$148,770 to kick start the intervention.



Capacity building: Capacity of the MAIL staff and technical committee who will lead and develop the contents will increased in technical issues and market system development. Capacity of the HNI and Roshan company will increased/improved in business plans, marketing and overall business management issues in terms of 3.2.1 communication system/services. Capacity will be built of other players such as agriculture experts from NGOs, Universities and Research institutions in such kind of mobile extension services.

Scale up: HNI and Roshan have committed to scaling up this intervention in 2018. The plan is to open up commercial space on the 3-2-1 platform for corporate sponsors, advertisers and they will also look at building their business on mobile money among the rural populations using the 3-2-1 service.

