

# Reaching millions through video

IMPACT  
STUDY

12

## Videos on conservation agriculture

*Save More, Grow More, Earn More* is a 20 minute video on conservation agriculture, filmed in Bangladesh in 2012. The footage was used to make two short (2 ½ minute) films: *Strip Tillage*, and *Bed Planting*, as well as a 5 minute video for policy makers.

## Distribution and impact

AAS (a Bangladeshi NGO) distributed copies of a DVD with the *Save More* video in English and Bengali to 2000 volunteer service providers, including NGOs, village shops, agro-input dealers and tea stalls. The volunteer showed the videos an average of three to 15 times. About 96% of the volunteers who received the DVDs watched them or screened them with others.



Owners of tea stalls are eager to show training videos to their customers

Over 110,000 farmer saw the videos in 482 open-air screenings conducted by AAS. Combined with voluntary screenings over 300,000 farmers in Bangladesh have seen the videos. An estimated 15% of the viewers were women, in a region where women are difficult to reach.

About 30 million people saw *Save More* on national TV in Bangladesh. In India, Green TV showed the Hindi version to over 100 million people.

As of December, 2015, 41,000 farmers adopted the tillage techniques on 16,000 ha of land.

*Save More* and the two short videos were made in Bengali and English and have since been translated into Dagaari, French, Hindi, Kusaal, Nepali, Persian and Sisaala. CIMMYT (an international research centre) made a version of the *Strip Tillage* video with Chinese sub-titles and used it in training courses with researchers in China.

Some of the videos were also placed on the website of Feed the Future (a multi-national USAID initiative). Clips from *Save More* were shown in 2014 in Washington DC at the Feed the Future forum to about 300 politicians and high level agriculture policy makers. USAID distributed the videos on-line to the staff of the Bureau of Food Security (which leads Feed the Future).

## Conclusions

South Asia has a dense population of impoverished farmers who could benefit from conservation agriculture and other appropriate technologies. The biggest challenge is simply getting the information to the farmers. These professionally-made videos featuring practical, well-researched technologies were of such high quality that other people were willing to invest their own time either translating or showing the videos. Farmers who watched them were motivated to experiment with the innovations they saw, which in turn triggered various local tillage service providers to invest in the new machinery.

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