Primary partners

Government

NGO & Dev Partners

Private partners

Digital partners
Partners played important roles in developing AKILIMO and providing feedback on the interfaces, language and UX (ease of use).

<table>
<thead>
<tr>
<th>DISSEMINATION APPROACH</th>
<th>CAVA II</th>
<th>FUAM</th>
<th>JDPM</th>
<th>NOTORE</th>
<th>OYSCGA</th>
<th>PSALTRY</th>
<th>SG2000</th>
<th>FCI</th>
<th>FJS</th>
<th>YARA/KJ</th>
<th>MEDA</th>
<th>MIJINGU</th>
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*Partner dissemination approach applies*
Successes

1. Implementation of a multi-stakeholder process assisted to improve linkages and AKILIMO use among actors

2. Revised dissemination strategies from mid-term review meetings greatly enhanced performance in the field

3. Farmers’ are now on all DSTs as the inter-relationship between them became obvious as AKILIMO promotes the integration of DSTs and different formats
4. Farmers became more aware of importance of basic farm records, farm size, planting in lines, etc.

5. Farmers were educated more on the use of fertilizer to improve productivity when required

6. New secondary partners (Zowasel, Growsel, KOLPing, CropLife, CAPAFO, DAICOS, NAERLS, Tanzania Development Bank etc.) assisted to resolve many bottlenecks (access to inputs/markets)
# Bottlenecks and mitigations

<table>
<thead>
<tr>
<th>S/N</th>
<th>Key Bottlenecks</th>
<th>Action and Mitigation</th>
<th>Positive Result Achieved</th>
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</table>
| 1   | COVID 19 Pandemic                                   | • COVID 19 protocols were observed.  
• Use of bulk SMS through Esoko  
• Use of social media (twitter, Instagram), TV & radio (Kilimo Joint) | • Farmers received AKILIMO information on their phones  
• Video training modules received with enthusiasm |
| 2   | Knowledge gap on safety use of herbicides and fertilizer application | Sensitized farmers on handling of herbicides and fertilizer application | Farmers provided their land for use on demonstration on application of fertilizer and herbices handling |
| 3   | Level of farmers education affected use of paper-based tools | Demo establishment as a learning centre to assist non-educated farmers | Many farmers changed their practices through experience from demonstration (observation from extension agent) |
| 4   | Poor road infrastructure                           | • Engage with lead farmers  
• Farmers involved community-based extension service providers | Some farmers engaging other farmers on use of AKILIMO at community level |
| 5   | Poor access to quality inputs (seeds inclusive) & high cost of inputs | Linkage to input companies’ distribution channel to facilitate supply at best prices | Awareness creation and link to partners (Notore and Kilimo Joint) and follow up on seed entrepreneurs through BASIC II |
| 6   | Poor access to output markets                       | Facilitated linkages between cassava value chain actors, especially processors to enable offtake of roots from farmers. | Farmers are provided multiple markets to sell roots to and are able to negotiate better pricing and get guarantees of offtake. |
Key lessons

1. ICT technology plays a vital role for dissemination during COVID-19 pandemic

2. Access to quality input and output markets remain key factors affecting use of AKILIMO tools by farmers

3. Farmers now use herbicides and learning/awareness on use of fertilizer in cassava production increased (e.g. Notore/Kilimo Joint got many clients from organized events)
Key lessons cont...

4. Involving farmers from the beginning instilled a sense of ownership and increased chances of adoption of AKILIMO

5. Dissemination events led to supply of products (e.g. fertilizer) and platform for further interactions with farmers

6. Demonstration plots help non-educated farmers to understand better how AKILIMO tools work.
Key lessons cont...

7. Use of data generated through MEL serves as important information for partners to plan
   a) Psaltry knows how many more farmers to be mobilized per season and their locations
   b) Notore/Kilimo joint use same data for demand quantification

8. AKILIMO attracted youth involvement in cassava production as they impressed with the use of the tools especially AKILIMO app