

Category	: International Rice Research Conference
Select Theme	: Disruptive technologies and innovations
Endorsement email	:
Keyword 1	: Innovation systems
Keyword 2	: Mobile advisory technology
Keyword 3	: Social inclusivity of technologies
Title of Entry	: Towards disruptive innovation in the process of RiceAdvice scaling in northern Nigeria
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Select only one type of presentation	: 15 minute oral presentation
Abstract	<p>: RiceAdvice is a free android based application tool for providing farmers with guideline on field-specific crop management practices for rice. This was developed for improving rice productivity and profitability, and reducing decline in soil fertility. Large-scale testing with farmers in Nigeria showed that this tool increased farmers' yield. The challenge is its scaling up/out for a sustainable impact. To assess opportunities and constraints for its scaling up/out, a Rapid Appraisal of Agricultural Innovation Systems was used, and qualitative and quantitative data were collected through semi-structured in-depth interviews and multi-stakeholder workshops in Kano State in northern Nigeria. Farmers reported a clear benefit from using RiceAdvice and were willing to pay more than service providers' expectation. Women farmers had difficulty to assess RiceAdvice due to social/cultural issues. Farmers and youth service providers indicated potential improvement in their livelihoods (social, human, financial and physical capitals). The most important constraints in use and diffusion of RiceAdvice were related to economical and socio-cultural issues rather than technological and institutional ones. Therefore, RiceAdvice scaling up/out should focus on: (i) building women capacities in service provision, (ii) involvement of traditional/religion institutions, farmers' organizations and inputs/services dealers, (iii) mobilization/awareness using mass media, and (iv) developing and strengthening public-private partnership for sustainable business model for youth in service provision.</p> <p style="text-align: right;"><a href="#">Read more»</a></p>

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