

3D ANIMATED TRAINING VIDEOS

Large-Scale dissemination of 3D animated training videos to smallholder farmers via pocket projectors and WhatsApp.

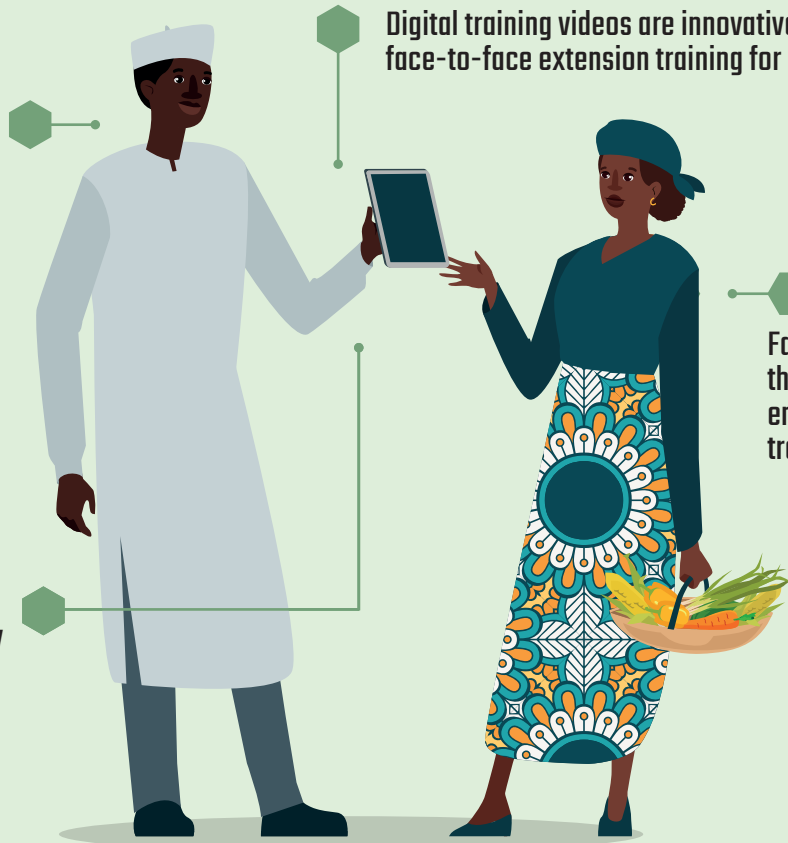
BACKGROUND

The GIZ Sustainable Smallholder Agri-Business Programme (SSAB) used well proven and research-based analog Good Agricultural Practice (GAP) training material to develop 3D animated training videos.

The videos are produced with a modular principle, making it easy to adapt to different languages and recent developments of innovative strategies.

Digital training videos are innovative tools to complement face-to-face extension training for smallholder farmers.

Farmers were involved in the production process to ensure tailor-made training material.



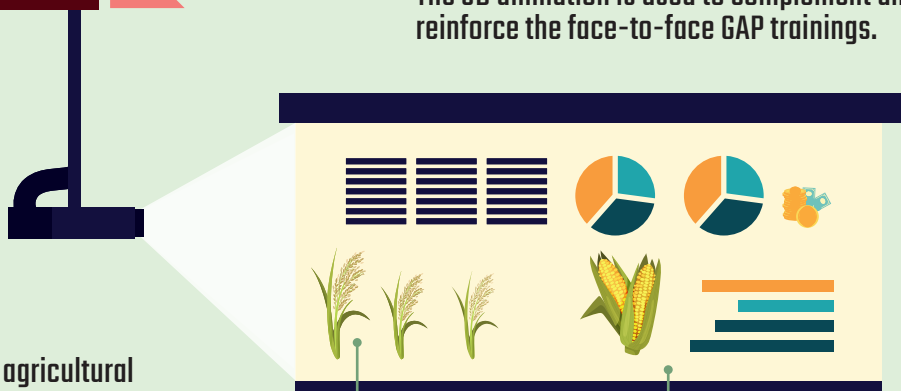
APPROACH

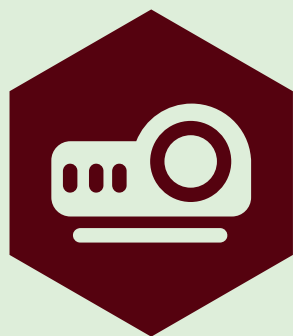
The 3D animation is used to complement and reinforce the face-to-face GAP trainings.

The agricultural extension agents project the videos during the training using a mini projector in the community.

Furthermore, the programme produced the animation on irrigated rice production and on good potato production.

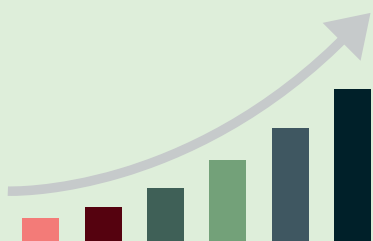
The GIAE programme adapted the 3D animation on maize production developed by GIZ SSAB to the ecological zone-specific agricultural conditions and the local language specifics (Hausa) of Northern Nigerian.





134,749

3D animated training videos have been provided to farmers using pocket mini projectors and via whatsapp



Integrating 3D animation video in extension systems is expected to improve the adoption rates of innovations



Animated videos in local languages is expected to promote enthusiasm for learning among low literate farmers



"This is a meaningful impact because I am able to reach a greater number of farmers compared to our initial approach and now with the support of the 3D animation I deliver practical field demonstration to farmers"

Nasiru Abdullahi
Extension agent with Kaduna state ADP

Implemented by

