



# Case East-West Seed: Training smallholder farmers in rural Nigeria

## PARTNER BACKGROUND

East-West Seed Knowledge Transfer (EWS-KT) is an NGO within the East-West Seed Group, a tropical vegetable seeds company ranked #1 by the Access to Seeds Index in 2019. EWS-KT trains smallholder farmers with verified best practices to help them achieve higher income and improve their livelihoods.

## BUSINESS CHALLENGE

EWS-KT has delivered high-quality training to smallholder farmers in rural Nigeria for years. However, they were only able to reach a limited number of farmers through traditional outreach methods. With Funzi's scalable and lightweight mobile learning solution, EWS-KT were able to give farmers access to training on their mobile phones, including feature phones, with minimal data charges.

## SOLUTION: FUNZIFICATION

Funzi applied unique mobile pedagogy to the base material provided by EWS-KT and Wageningen University & Research. Illustrations and visualizations were a crucial part of the content process to ensure that the technical information is easy to understand.

The Vegetable Seedling Production course consists of three topics: planning seedling production, ground nurseries, and container and cellular seedling production. The course was piloted in Nigeria both in English and in Hausa.

**PARTNER WITH US?** Contact [info@funzi.fi](mailto:info@funzi.fi) to discuss how we can together bring mobile learning to your audience.

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## MARVELLOUS RESULTS

- 1) **Amazing completion rates & user feedback** - 4717 out of 5300 people completed the course, resulting in a staggering 89 % completion rate. The feedback received from the farmers was very positive:

*"It was very easy to follow. Very interesting, interactive and visual. I loved every bit of the class."*

- Dan-mutum Bilkisu

- 2) **Wide & scalable reach** - EWS-KT was able to deliver an extensive training package to thousands of farmers, utilizing both traditional and digital outreach methods.
- 3) **Effective & safe training during COVID-19** - EWS-KT's field activities were restricted during the pandemic, but thanks to mobile learning, farmers were able to continue their training.
- 4) **Reduced training costs** - Mobile learning ensured that the training cost per farmer decreased significantly. Further decrease in unit costs will take place when the program is scaled up.

## NEXT STEPS

EWS-KT and Funzi are planning to scale up the program by including more Funzi courses about farming, and by scaling the outreach to hundreds of thousands of farmers. To make the program sustainable, the plan is to charge a small fee (1-3 USD) from the farmers.