

Understanding smallholders' information and knowledge needs and use of ICTs

Nilusha Kapugama

10 April 2012

Dhaka, Bangladesh





This work was carried out with the aid of a grant from the International Development Research Centre, Canada and the Department for International Development, UK and the ENRAP (Knowledge Networking for Rural Development in Asia Pacific) programme



Survey Information

Research Objective- Understanding information requirements of farmers (Growers), collectors, traders and retailers (Non growers)

Fieldwork dates- 10th June to 30th June 2011

	Bangladesh 	India 	Sri Lanka 	Thailand 
Growers	100	205	100	100
Non-growers	100	147	100	100





growers are:

- owner farmer / leased farmer / agricultural worker
- the main decision maker regarding farming activities
- selling some part of his crops to generate the income
- working on less than 5 acres





non-growers are:

- Trader / Commission agent / Collector / Retailer of agricultural food crops
- Belonging to SEC C, D, E households
- Owners of a micro enterprise with 0 – 9 employees

Respondents' Profiles: Grower

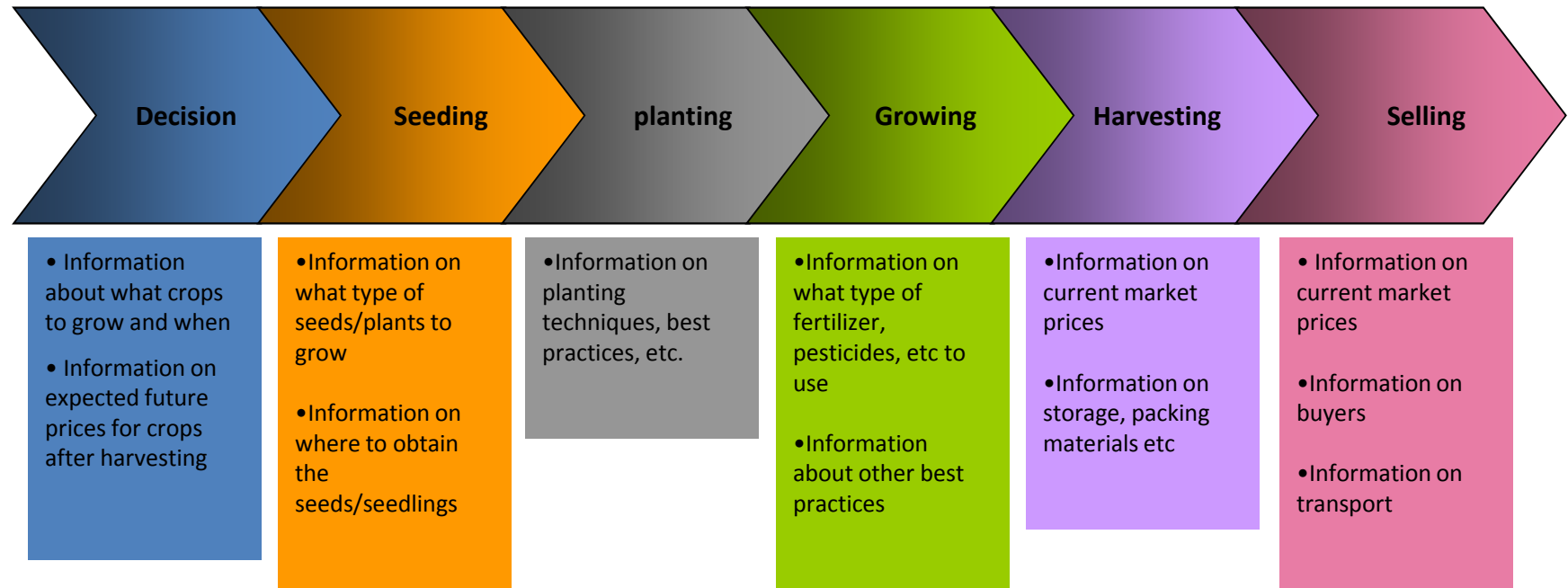
	Bangladesh 	India 	Sri Lanka 	Thailand 
<i>Base: All Respondents</i>	100	205	100	100
Member of Farmer Org (%)				
Yes	1	7	51	45
No	99	93	49	55
Ownership status of farming land (%)				
I inherited it	80	87	88	64
I bought it	8	7	6	18
I lease the land for money	8	3	2	22
I am a tenant farmer and share a portion of the harvest with the owner	4	3	4	-

Respondents' Profiles: Non-grower

	Bangladesh 	India 	Sri Lanka 	Thailand 
Base: All Respondents	100	205	100	100
Primary Nature of Business				
Trader/commission agent of agricultural food crops	20	16.3	34	30
Collector of agricultural food crops	0	17.7	13	30
Retailer of agricultural food crops	80	66.0	53	40
Is the business registered with any Governmental organization?				
Yes	0	8.2	45	13
No	100	91.8	55	87
Ownership of business				
I inherited it	11	35.2	22.2	20
I bought it from someone else	5	1.4	12.2	3
I started it myself as sole proprietor	84	61.4	61.1	66
I started it with someone else	0	1.4	4.4	11

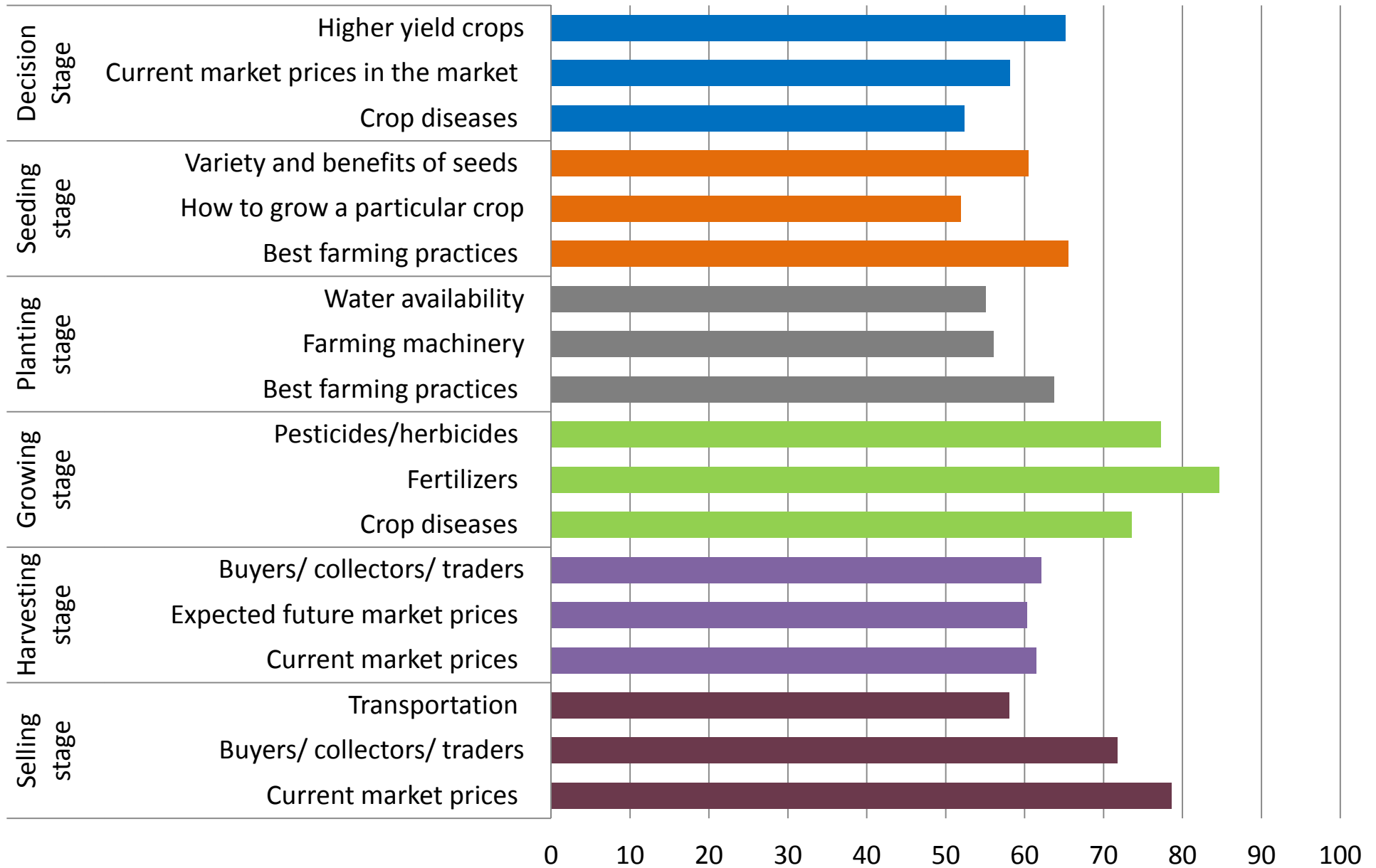
The grower sample...

The survey asked respondents about 26 different types of information



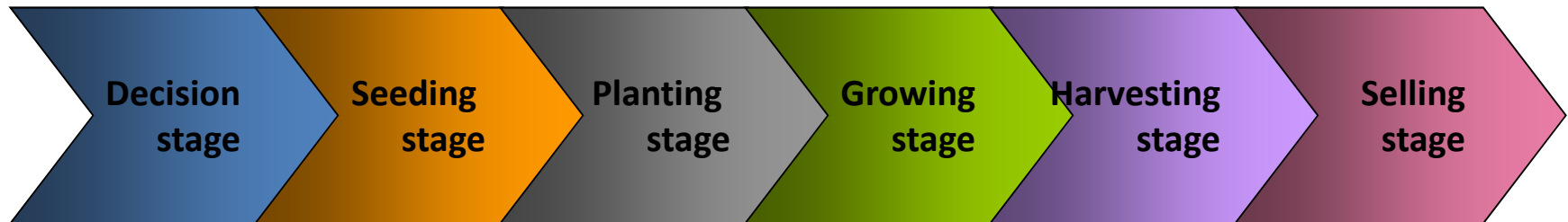
De Silva & Ratnadiwakara (2008) found that a 300 sample of farmers in Sri Lanka spent as much as 11% of their total production cost on information search

For growers, information needs differ across stages...



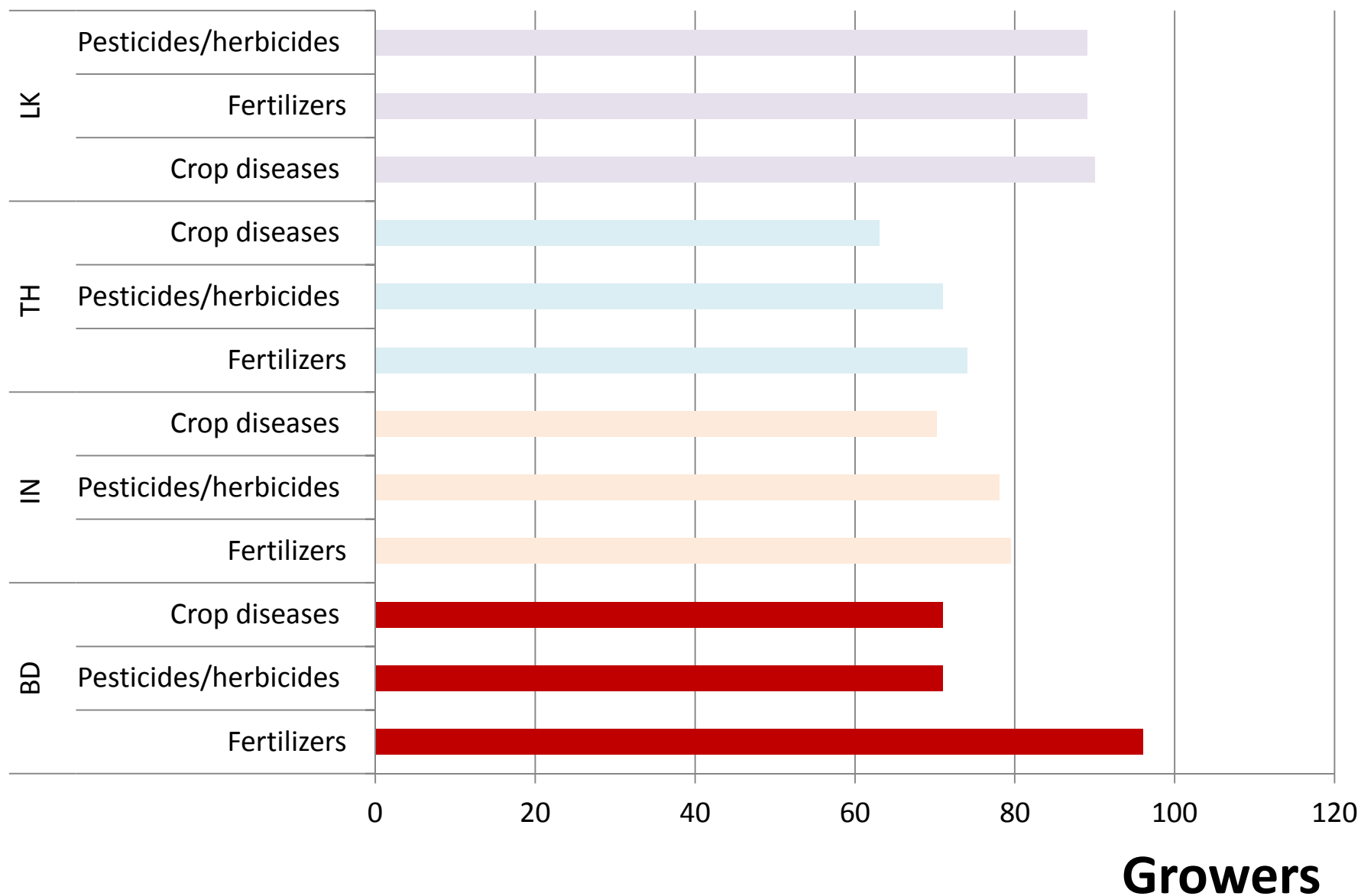
Information requirements by stage

- According to Ratnadiwakara et al., 2008 highest percentage of **information search cost** is incurred during the growing stage (53%), followed by the decision stage (24%) and selling stage (9%).

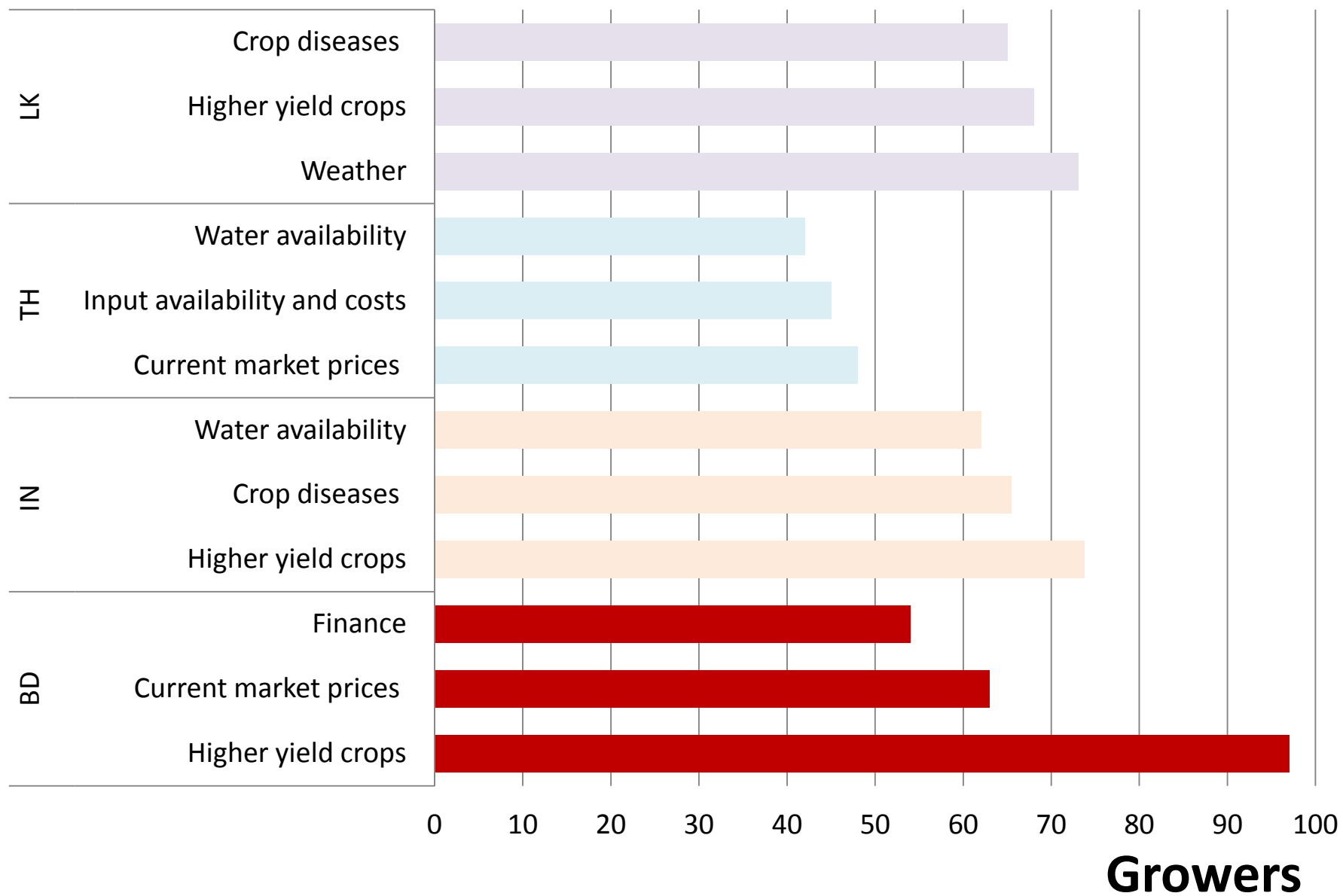


De Silva & Ratnadiwakara (2008)

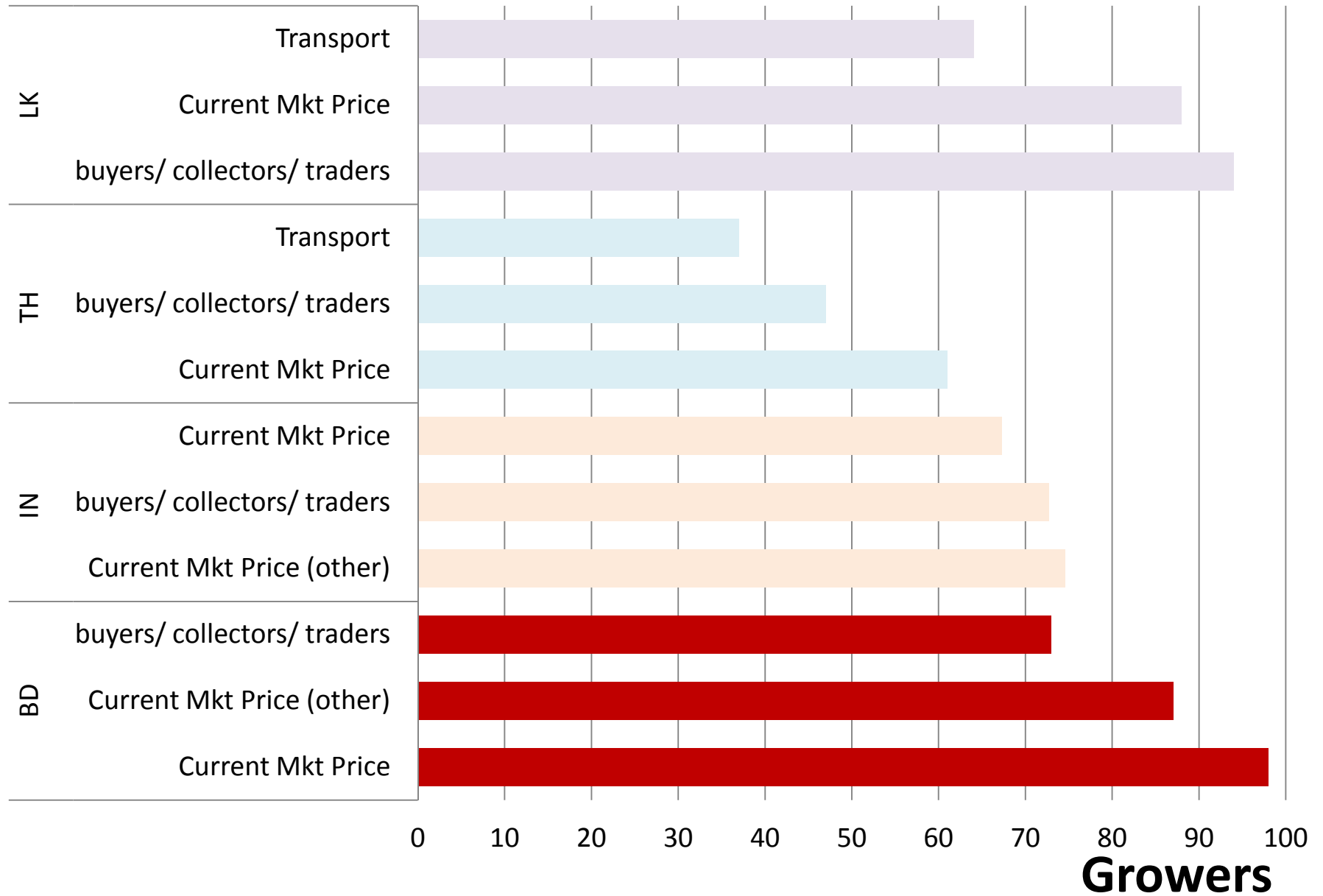
In the growing stage, in Bangladesh, information on crop diseases, fertiliser and pesticides are top priorities



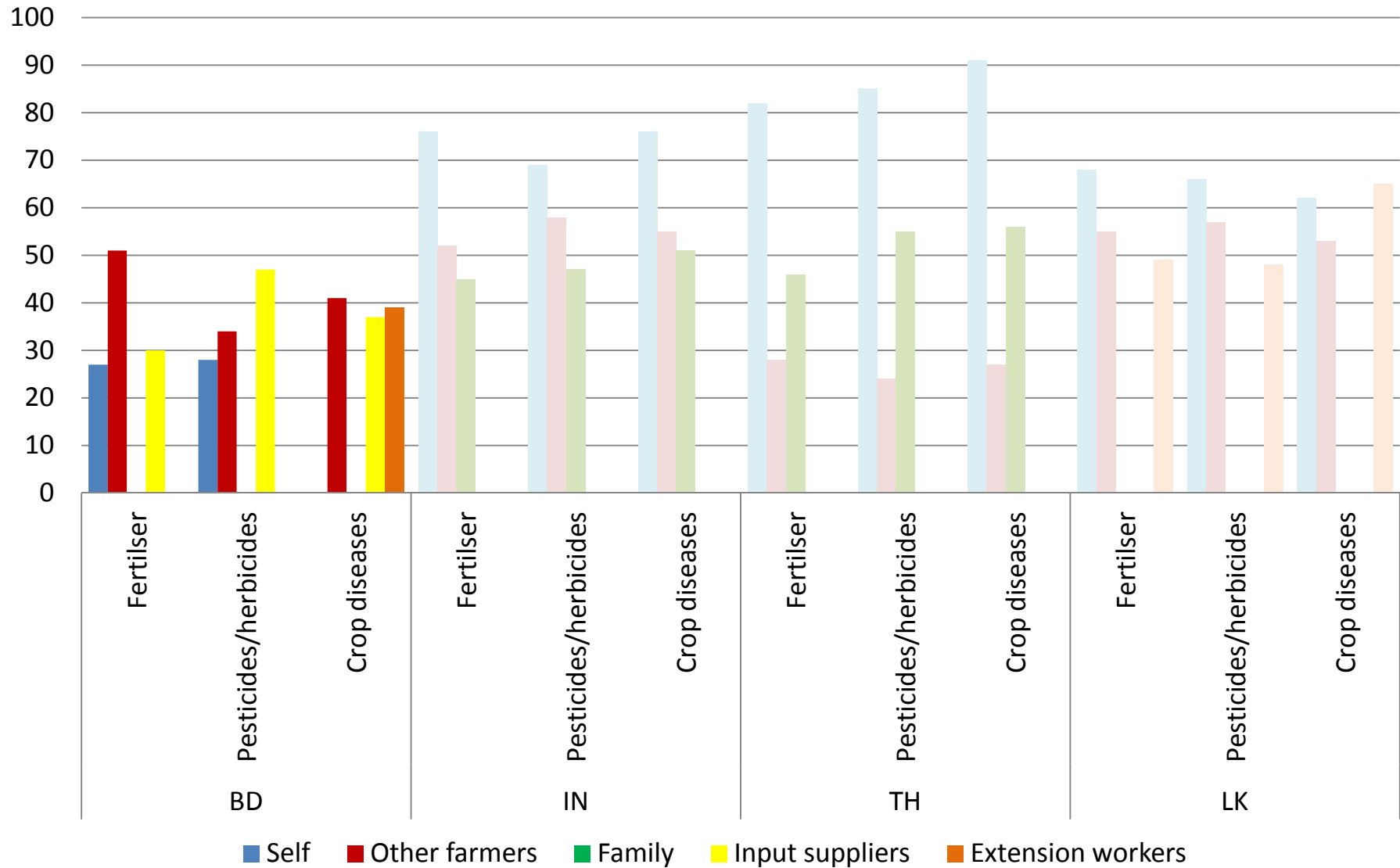
Different info requirements in the decision stage



And in the selling stage...

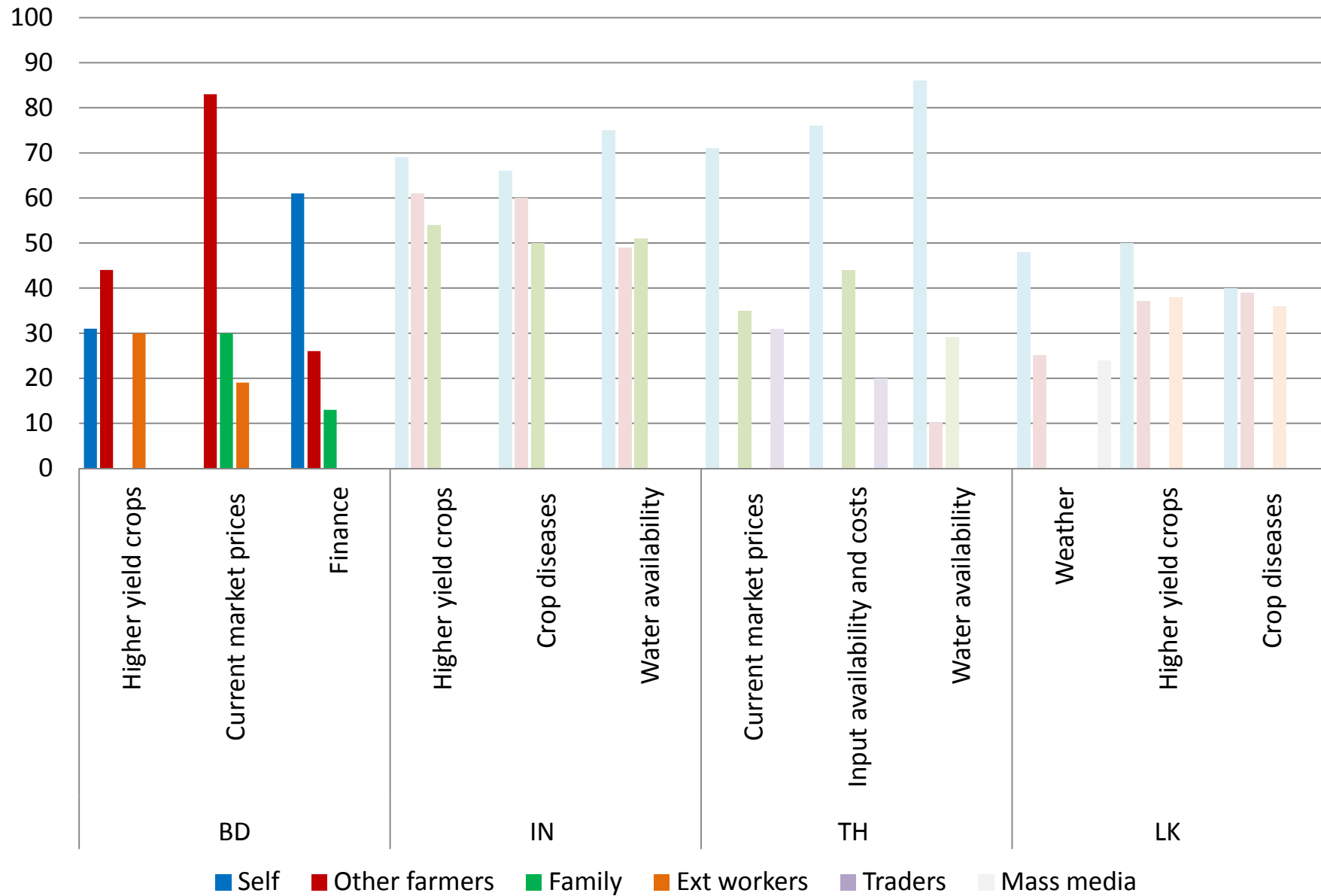


Sources of information in the growing stage?



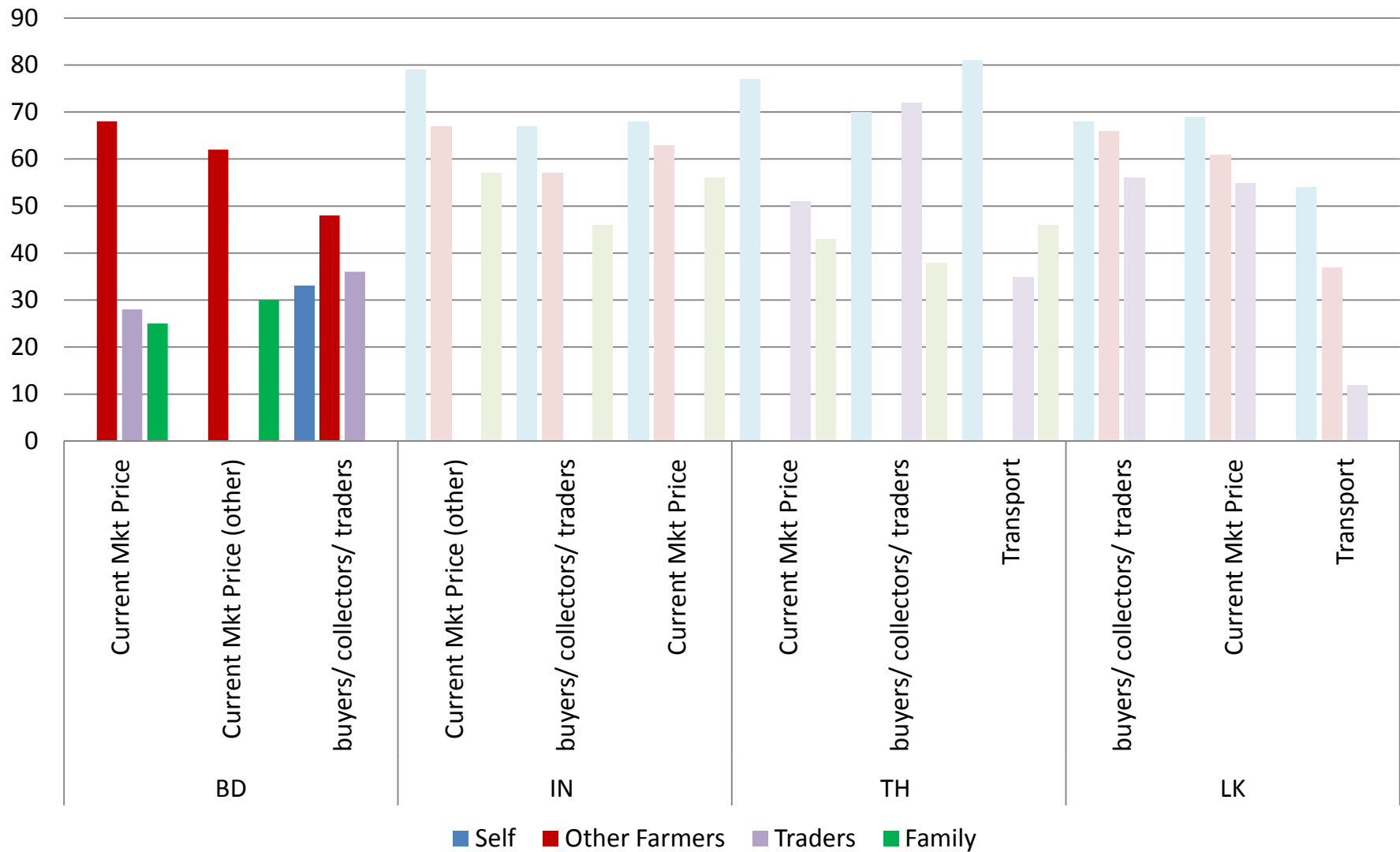
Growers

What about in the decision stage?



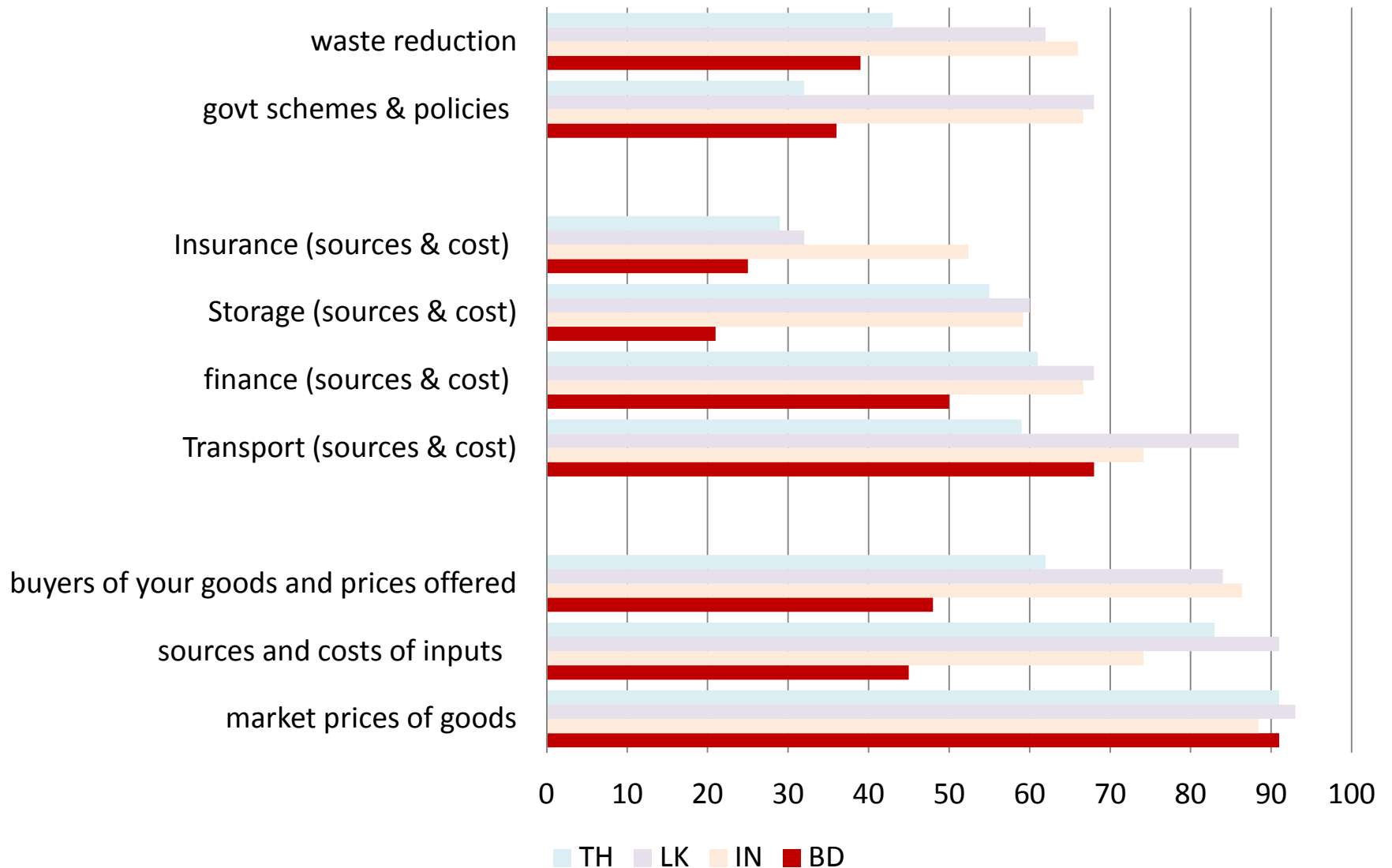
Growers

Information sources in the selling stage



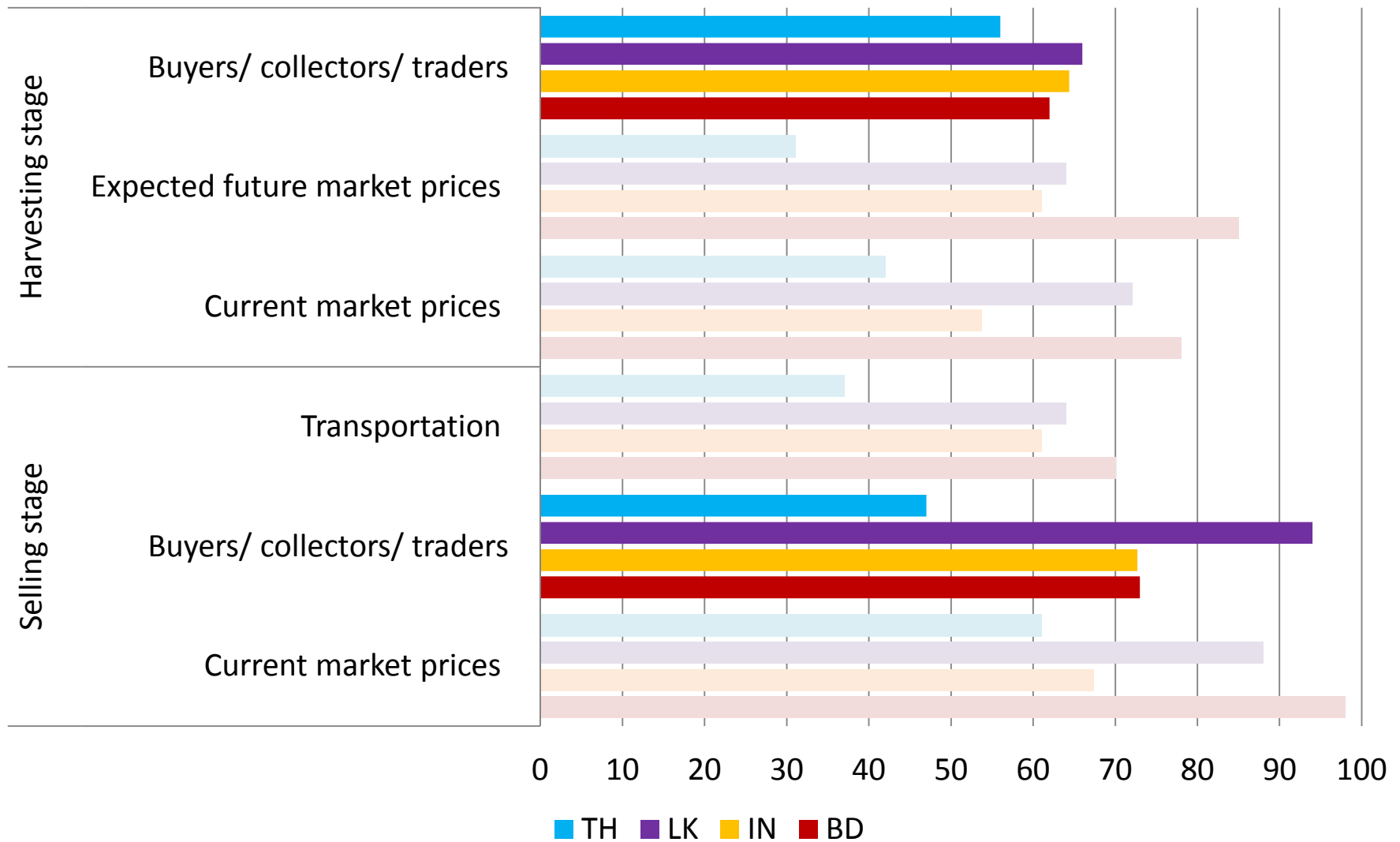
Growers

Information requirements of Non-growers



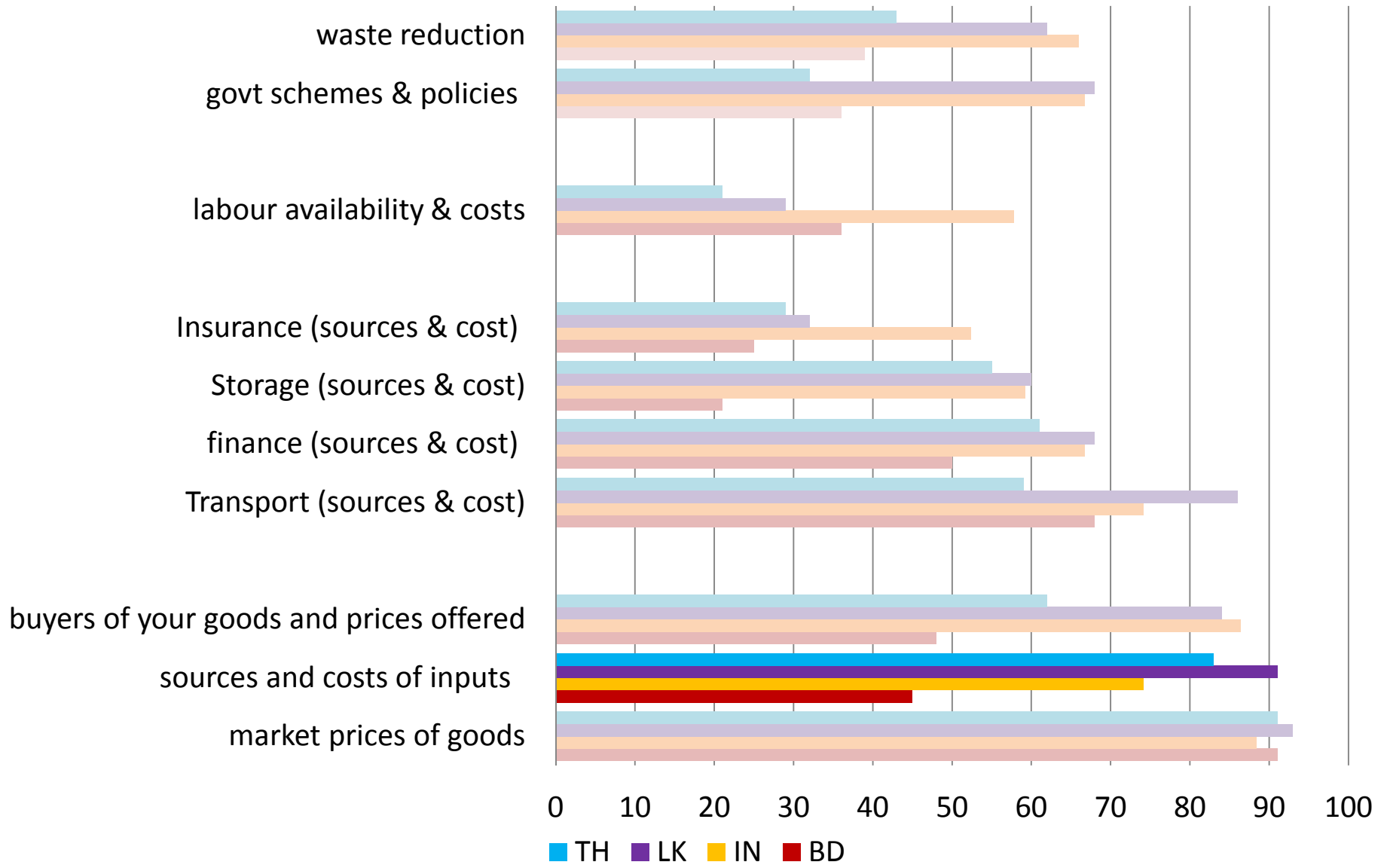
Non-growers

Growers are looking for non growers...



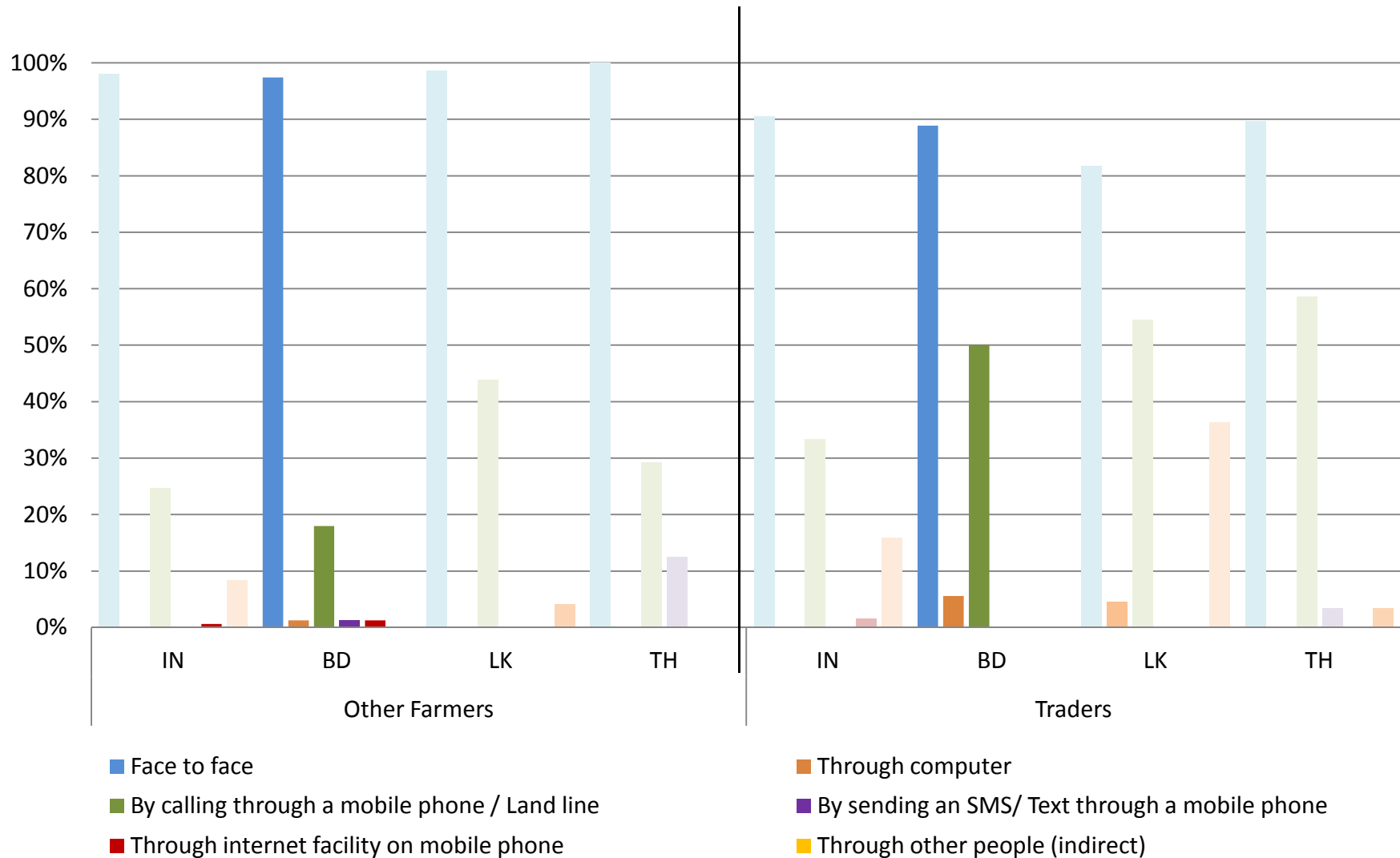
Growers

...and non-growers are looking for growers



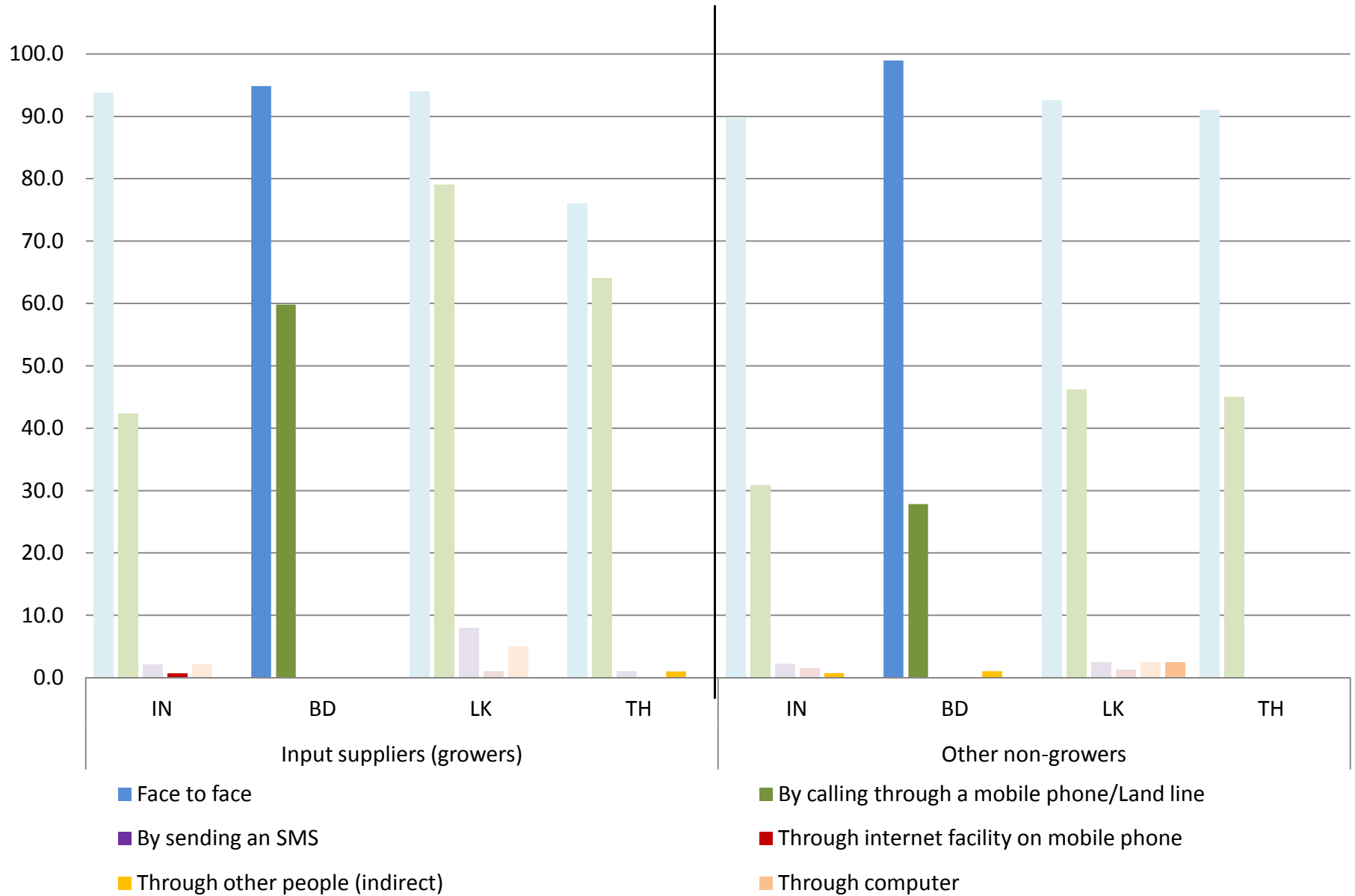
Non-growers

When communicating, face to face is still high but phones are catching up...



Methods of communication: growers

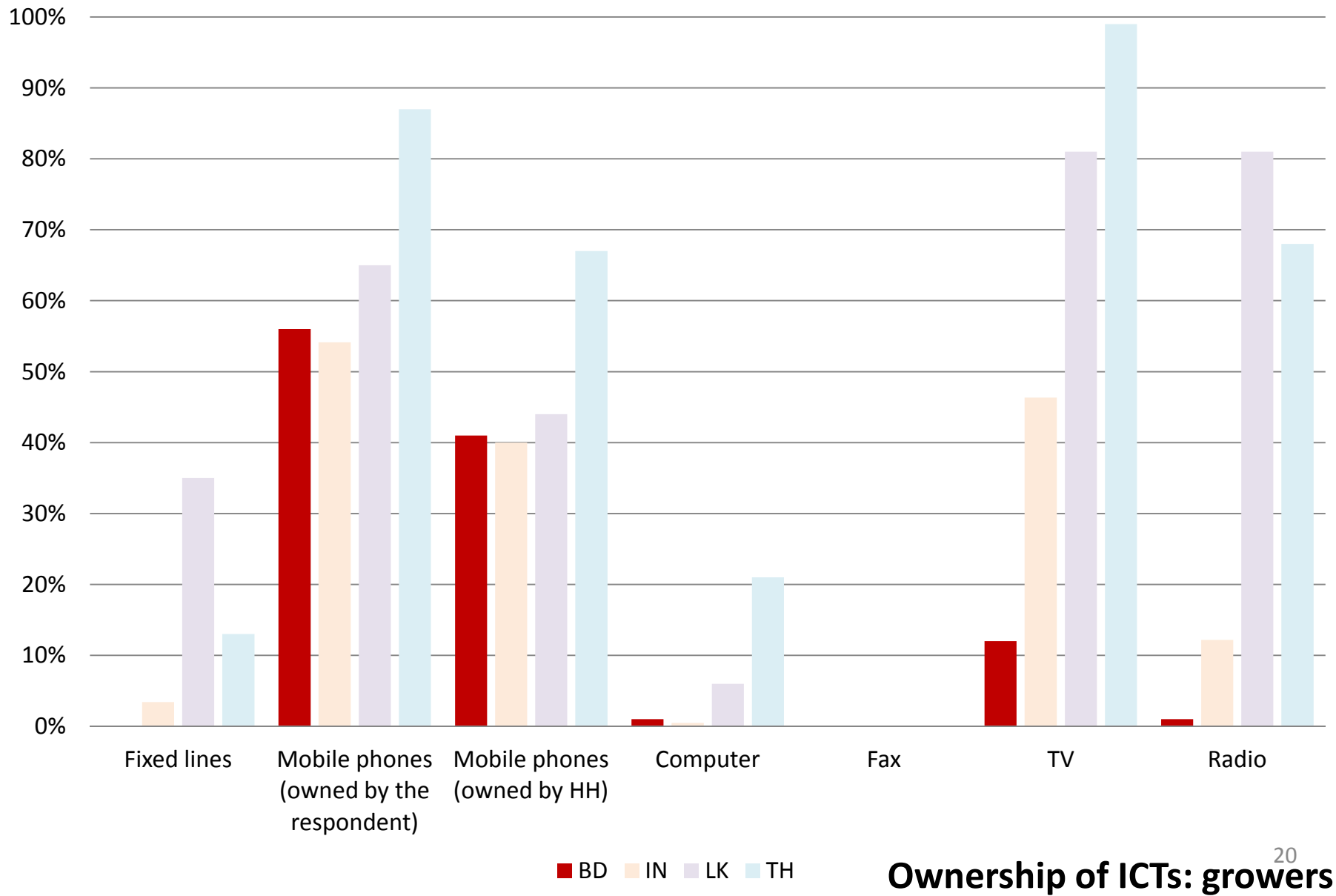
Same with non-growers



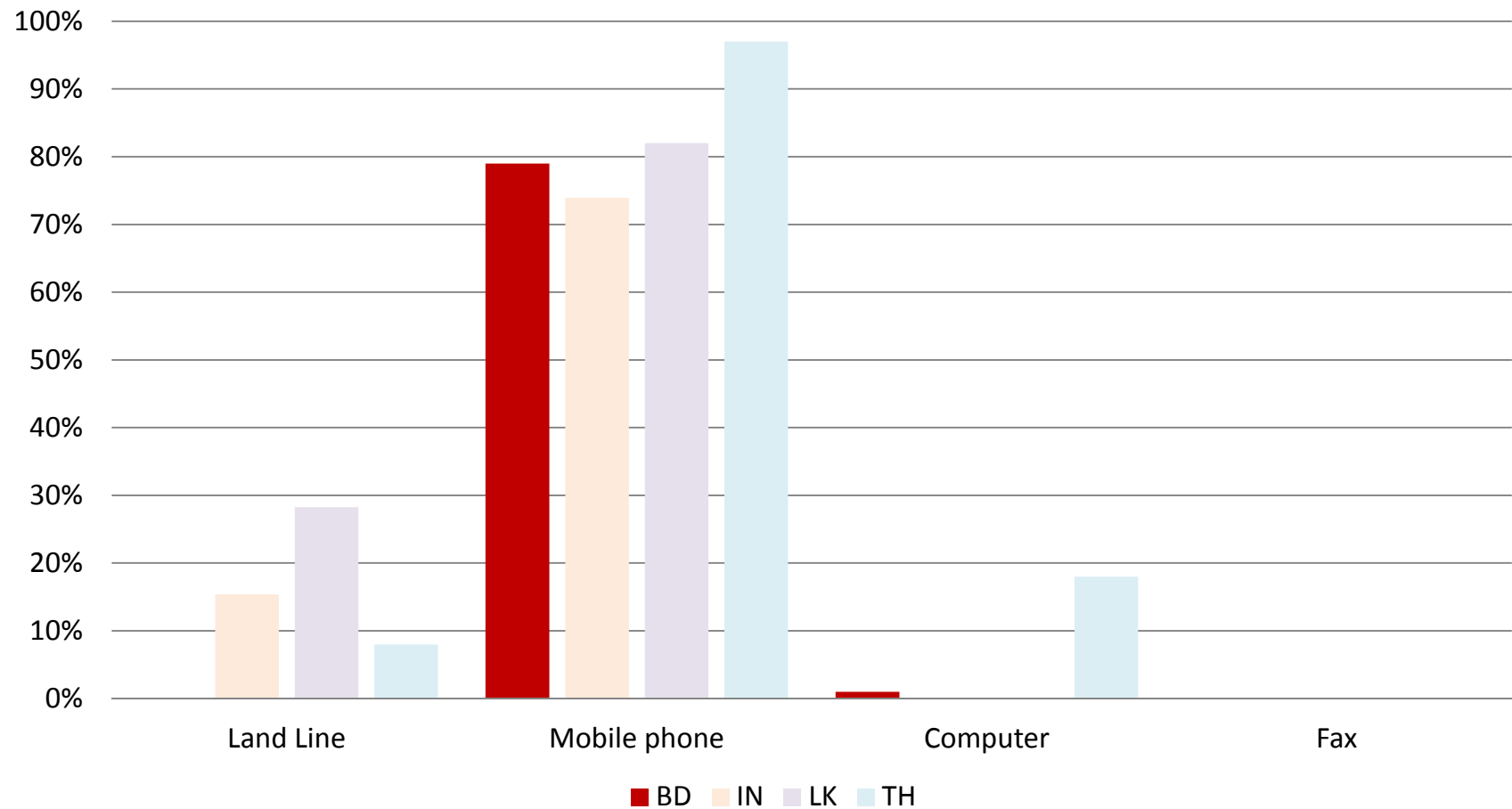
Methods of communication: Non-growers

ACCESS TO ICT

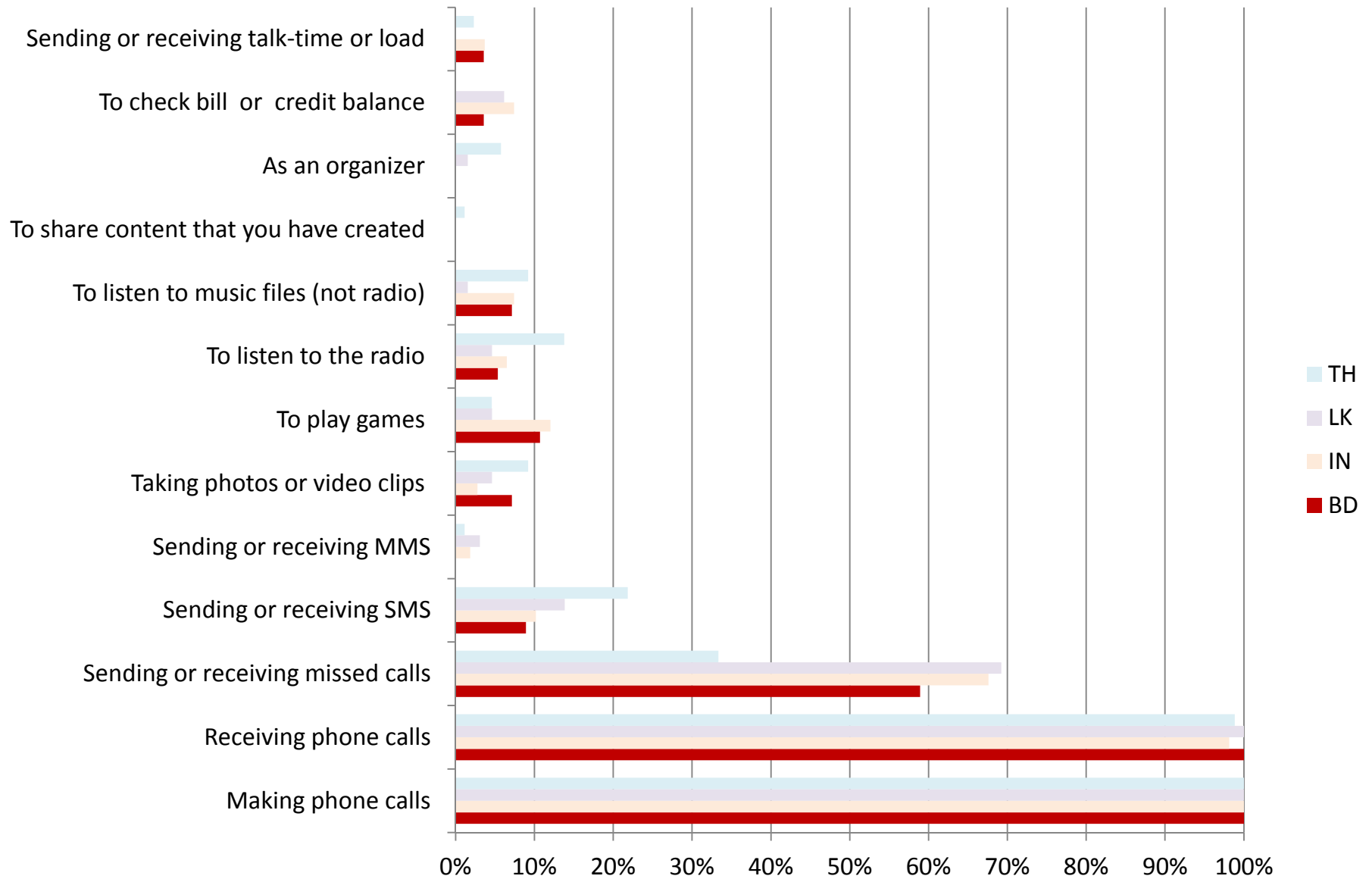
Ownership of ICT equipment among growers



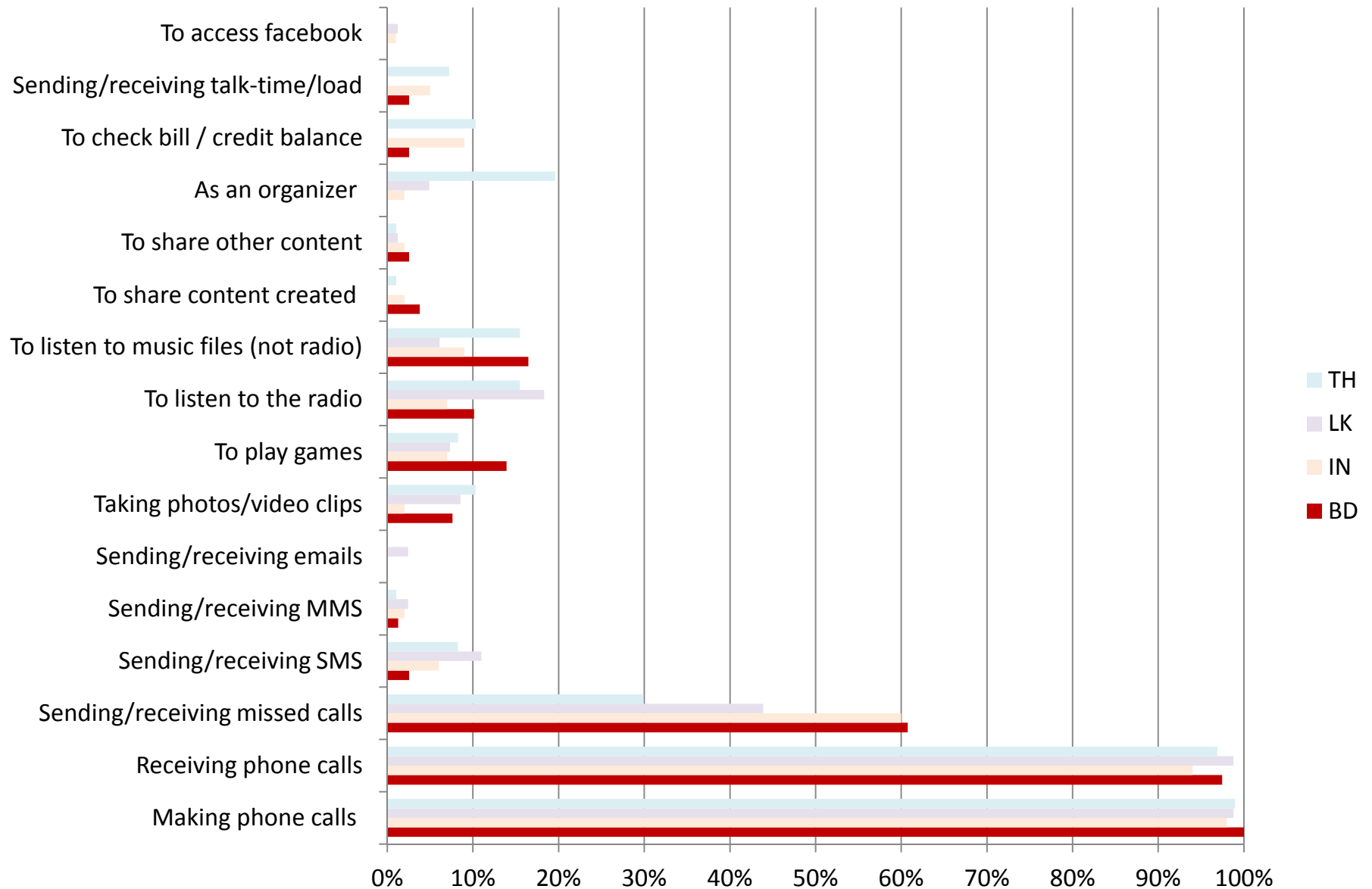
For non-growers it's all about the mobile...



Its still about voice...for growers



...and non-growers



For more information:

www.lirneasia.net/projects/agriculture

search term: Agriculture, KBE

Nilusha Kapugama

Research Manager, LIRNEasia

nilusha@lirneasia.net