

Videos lead to institutional changes

IMPACT
STUDY

6

Introduction

Videos not only stimulate farmers to invent new techniques; they can also foster institutional change among farmers and NGOs, as seen in these studies.

First study: Women form groups

Researchers interviewed 160 women in central Benin. After watching a farmer-to-farmer video on rice parboiling, the women were much more motivated to parboil rice. Some started parboiling rice for the first time. The others parboiled more rice than before, and they were all more enthusiastic about parboiling. 80% of the women later formed groups to parboil rice (facilitated by NGOs), while only half of the women who did not see the videos formed groups. Two years later most of the groups were still functioning.



Hot paddy rice fresh from the parboiler. A video helped women form work groups, strengthen their links with input providers and markets, leading to better incomes

The NGOs also changed their attitudes and behaviour. After seeing the villagers' warm response to the videos, the NGOs began to show more drawings, photos, and videos in the villages. As the women began parboiling more rice (and of a higher quality) the NGOs became interested in helping the women get credit, and find buyers for the rice.

Second study: Capital gains

144 women were interviewed, divided evenly into three groups: one that had seen the rice parboiling video, others in the same village who had not, and a third from control villages. The people who watched the video said they had improved their capital assets (social, financial, human and physical). Their neighbours who had not seen the videos also perceived an improvement, but only about half as much. They had learned about parboiling from their neighbours, and had also joined the groups. Women in the control villages saw no improvement.

Women who had seen the video began working better in groups and strengthening their relations with local money lenders who agreed to sell them paddy rice on credit. With support from NGO facilitators, women's groups began to parboil rice for others for a fee, package the parboiled rice and label their products. The improved quality of the parboiled rice attracted more customers and created more demand. The women earned more money and were able to buy mobile phones.

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Zossou, E., P. Van Mele, J. Wanvoeke & P. Lebailly 2012 Participatory impact assessment of rice parboiling videos with women in Benin. *Experimental Agriculture* 48(3): 438–447.



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