

IMPACT & ACCOMPLISHMENTS

TEXTS has created a long-term SMS extension platform and operational plan that will help **DAES**:

1. Increase their outreach to smallholder farmers by maximizing use of technology.
2. Disseminate technologies on Good Agricultural Practices (GAP) to increase agricultural productivity.
3. Improve capacity to manage government and donor investments in agriculture.
4. Improve coordination and partnership mechanisms.

USING EXTENSION MESSAGES



What Is ASI

BACKGROUND TO THE NGO: Agribusiness Systems International (ASI) provides tailored services to firms, investors and entities that support the agribusiness sector to create increasingly competitive and dynamic industries. ASI fulfills its clients' needs through world-class, market-oriented services and trainings to facilitate socially responsible business innovation, investment opportunities and financial access.

MISSION STATEMENT: Facilitate socially responsible business innovation, investment opportunities and financial access to promote sustainable economic growth.

VISION: A world in which people are empowered to succeed in the global economy.

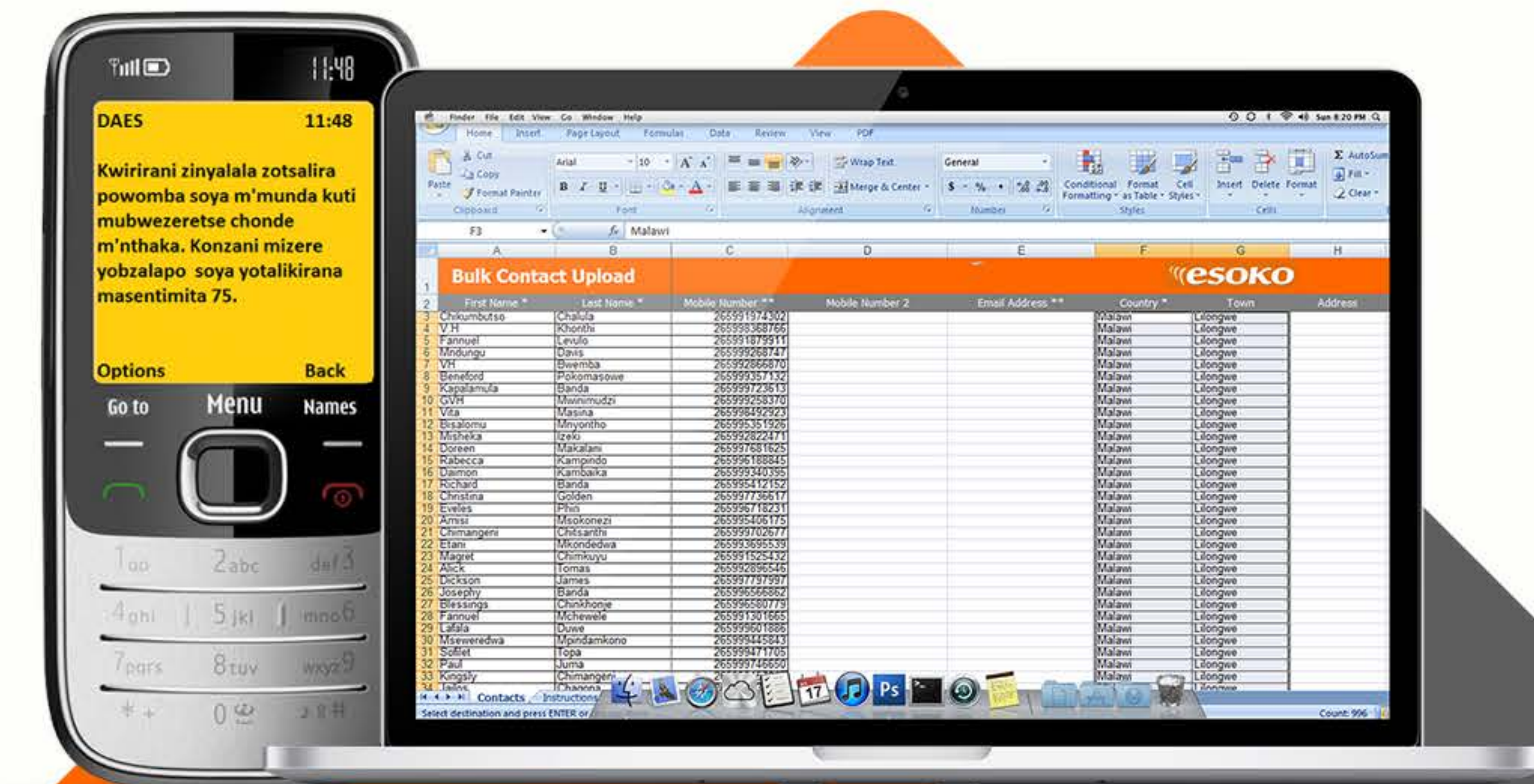
SECTOR OF OPERATION: Agriculture: The project has developed an sms extension package for agricultural information which is sent out to extension agents and lead smallholder farmers using a web to sms technology platform called Esoko.

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TEXTS PROJECT

SMS EXTENSION MESSAGING



PROJECT DESCRIPTION

The Government of Flanders-funded Technology for Extension to Smallholders (TEXTS) project is supporting the Government of Malawi's (GOM) Department of Agriculture and Extension Services (DAES) to improve food security and smallholder returns from agriculture by improving the quality and reach of agricultural extension through the use of SMS technology. DAES is working in partnership with Agribusiness Systems International (ASI).



Pic 1 - 3. SMS Extension Messaging Training to Government Extension Staff.



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SMS EXTENSION MESSAGING ULANGIZI WA PA FONI



WHAT IS *esoko*

Esoko is an agricultural information service that helps individuals, groups and organizations to exchange information via web or SMS. By using mobile phones to distribute and collect critical agricultural data quickly and cheaply, farmers improve their incomes, save time and money.



DAES will use **Esoko** to send out:

- ☑ Agronomic tips to extension staff, lead farmers and collaborative partners.
- ☑ Organisational messages.
- ☑ Epidemic/disaster warnings.
- ☑ **DAES** Management support.