Journal of Sustainable Agriculture
Publication details, including instructions for authors and subscription information:
http://www.tandfonline.com/loi/wjsa20

Contribution of Farmer-to-Farmer Video to Capital Assets Building: Evidence from Bangladesh
Ataharul Huq Chowdhury a , Paul Van Mele b & Michael Hauser a
a Centre for Development Research, University of Natural Resources and Life Sciences, Vienna, Austria
b Agro-Insight, Ghent, Belgium, (formerly Africa Rice Center, Benin)
Available online: 31 Mar 2011

To cite this article: Ataharul Huq Chowdhury, Paul Van Mele & Michael Hauser (2011): Contribution of Farmer-to-Farmer Video to Capital Assets Building: Evidence from Bangladesh, Journal of Sustainable Agriculture, 35:4, 408-435
To link to this article: http://dx.doi.org/10.1080/10440046.2011.562059

PLEASE SCROLL DOWN FOR ARTICLE

Full terms and conditions of use: http://www.tandfonline.com/page/terms-and-conditions
This article may be used for research, teaching and private study purposes. Any substantial or systematic reproduction, re-distribution, re-selling, loan, sub-licensing, systematic supply or distribution in any form to anyone is expressly forbidden.

The publisher does not give any warranty express or implied or make any representation that the contents will be complete or accurate or up to date. The accuracy of any instructions, formulae and drug doses should be independently verified with primary sources. The publisher shall not be liable for any loss, actions, claims, proceedings, demand or costs or damages whatsoever or howsoever caused arising directly or indirectly in connection with or arising out of the use of this material.
Contribution of Farmer-to-Farmer Video to Capital Assets Building: Evidence from Bangladesh

ATAHARUL HUQ CHOWDHURY1, PAUL VAN MELE2, and MICHAEL HAUSER1

1Centre for Development Research, University of Natural Resources and Life Sciences, Vienna, Austria
2Agro–Insight, Ghent, Belgium (formerly Africa Rice Center, Benin)

Sustainable agriculture requires suitable group learning approaches that trigger capital assets building. Drawing mainly on face-to-face extension, methods and approaches used in sustainable agricultural projects aim at triggering learning and capital assets building. To target and to reach out to a large number of resource-poor households the potential role of media, such as video, has received less attention. In Bangladesh, videos on sustainable rice seed practices were developed with farmers and then shown in multiple villages. This study reports on the contribution of farmer-to-farmer video-mediated group learning to capital assets building of women in resource-poor households. Data were collected using structured interviews with 140 randomly selected women in 28 video villages and 40 women in four control villages in north-west Bangladesh. Video-mediated group learning enhanced women’s ability to apply and experiment with seed technologies. It also stimulated reciprocal sharing of new knowledge and skills between them, other farmers and service providers. Rice yields increased by 15%, which improved the women’s social and economic status and intra-household decision-making. Over 20% of the households attained rice self-sufficiency, with no changes observed in control villages. This study has provided insights into the potential use

Address correspondence to Ataharul Huq Chowdhury, Centre for Development Research, University of Natural Resources and Life Sciences, Vienna, Austria. E-mail: atahar77@yahoo.com and ataharulhuq.chowdhury@boku.ac.at
of farmer-to-farmer video in sustainable agriculture to strengthen human, social and financial capital and to reduce poverty.

KEYWORDS video, capital assets, rice, gender, self-sufficiency, Bangladesh

INTRODUCTION

Capacity is defined as the ability of an individual to perform an activity. Enhancing capacity of rural people to innovate and engage with evolving markets in an equitable and environmentally friendly way is an important concern (Zossou et al., 2009). It is necessary to provide opportunities for them to learn new knowledge and information through experimentation. Conventional training and extension methods are unlikely to enhance farmers’ capacity on sustainable local agricultural innovations in Asian and African countries (Zossou et al., 2009; van den Ban & Samanta, 2006). These methods are more instrumental, their focus being on enhancing capacity through knowledge transfer (Röling & De Jong, 1998). Experiences on sustainable agricultural development suggest a shift from transferring of knowledge to facilitation of learning (Röling & Jiggins, 1998). More attention is now being given to training and extension tools and methods that serve learning for knowledge construction rather than absorption and reception of knowledge (Röling & De Jong, 1998).

Learning is individual when one acquires the ability to perform new practices and patterns of actions as related to new knowledge and skills. Learning is communicative when it takes place through discussion and sharing of individual learning content (Defoer, 2002; Leeuwis & Van den Ban, 2004). Methods like Farmers Field School (FFS), Integrated Pest Management Club (IPM club), Local Agricultural Research Committees (CIALs) that adopted principles of experiential learning (Kolb, 1984) were found effective in enhancing farmers’ capacity to innovate local sustainable practices through individual and communicative learning (van de Fliert et al., 2007; Braun et al., 2000). But there are challenges to institutionalize these methods and to reach out to more farmers quickly. For instance, at times FFS has been criticized for being implemented as a standardized method lacking experiential learning components (Röling & De Jong, 1998; Nederlof & Odonkor, 2006). Furthermore, learning is not communicated beyond the participant and quality of facilitation deteriorates and relative cost increases when moving beyond the scope of pilot sites (Witt et al., 2008, Quizon et al., 2001, Feder et al., 2004; Snapp & Heong, 2003).

The challenge is even more stringent to create learning opportunities and reach out to the marginalized, poor, and women. Women in South Asian