

# Lessons Learned from Day 1

# Mali Big Lessons

1. Capacity is needed at all levels;
  1. With capacity farmers are better able to use agromet info
  2. Improved capacity of info providers is needed to provide salient & credible information
2. Multi-disciplinarity is key: teaming up different expertise and partnerships (the GTP)
3. Local language is important
4. Women are key partners, and use it not just for agriculture
5. Process is more important than product - Bottom-up engage and empower farmers –e.g. farmer data featured on TV.
6. Need to plan for monitoring and evaluation early.
7. Sustained funding and implementation needed to support robust conclusions.

# India Big 5 Lessons

1. Communication is improved by **targeted efforts at the village level**
  - E.g. Posting advisories in strategic outposts in the village;
  - announcements over microphone
  - enlist NGOs to help communicate
2. Greater **engagement of local farmers** in every aspect of the program increases trust and ownership of the program (**bottom-up process**)
3. **Target women groups:** “Uptake and use of agromet information is higher in villages where women are fully involved”
4. **Utilize “Progressive” farmers as change agents at the village level:** Progressive farmers are able to use their own resources to engage other farmers
5. **Making advisories more salient:** when advisories are tailored to particular farmer needs, uptake is high.
6. Emphasize on disseminating information in local languages
7. Credibility and uptake enhanced by demonstration of economic benefit.
8. Build Capacity of Met: IMD recognized need to enhance its observing network, as a way to provide more locally-relevant information. State-of-the-art NWP and remote sensing technology adds to value, spatial scale.