

## Innovative methods for measuring adoption of agricultural technologies:

Establishing proof of concept and thinking about scaling up

3<sup>rd</sup> - 4<sup>th</sup> August 2016, Boston Marriott Copley Place, 110 Huntington Ave, Boston, MA 02116, USA

(Meeting location: 4<sup>th</sup> Floor, Provincetown Room)

### Workshop Objectives

1. Take a stock of current and innovative methods for measuring adoption of agricultural technologies
2. Share and discuss results and insights from pilot studies and experiments conducted to establish proof of concepts to harness the potential of new methods for tracking adoption of agricultural practices and other types of technologies
3. Further the discussion on scaling up proven methods for measuring technology adoption

### Agenda

Wednesday 3 <sup>rd</sup> August 2016		
07:30 Breakfast, Coffee and Registration		
08:30	<b>1. Welcome, introductions, workshop objectives</b>	Doug Gollin, Jawoo Koo
08:45	<b>2. Tracking and estimating adoption of agricultural technologies in developing countries:</b> Importance, challenges and need for innovative methods. <i>Brief overview presentation</i>	Mywish Maredia
09:00	<b>3. Current practice for large-scale varietal adoption studies: The expert opinion elicitation method</b>	Mywish Maredia (Chair)
	Experience from Asian CCCs in SIAC	Alice Laborte, Kumaracharyulu, Ricardo Labarta, Marcel Gatto, Pavithra Srivinasamurthy
	Experience from African CCCs in DIIVA	From the floor
10:15 Health break		
10:30	<b>3. DNA fingerprinting for estimating varietal adoption:</b> Taking stock of recent work <i>4 slides on lessons learned and potential for scaling up based on each of the following case-studies. 2-page handouts to be prepared on methods, results of each study.</i>	Richard Caldwell (Chair)
	Introduction and overview	Marianne Banziger (via WebEx)
	Cassava: Ghana, Malawi, Vietnam, Nigeria	Mywish, James, Ricardo
	Rice: India, Bangladesh, Indonesia	Takashi, Mywish
	Beans: Zambia	Byron
	Maize: Uganda	James
	Potato: China	Guy
	Sweet potato: Ethiopia	Frederic
	Lentil: Bangladesh	Aden
	Wheat and lentil: India	Mywish
	Discussion: Scaling up and implications for impact assessment	
	12:45 Group Lunch (outside the meeting room)	
1:45	<b>4. Remote sensing for tracking adoption of NRM practices and other types of technologies</b>	James Stevenson (Chair)
	Harnessing the potential of remote sensing for tracking adoption of agricultural practices	Glenn Hyman
	Bangladesh study on hyperspectral signature analysis for estimating AWD adoption	Parvesh Chanda
	Vietnam study on Soil Moisture Oceanic Salinity (SMOS) and Advanced Spaceborne Thermal Emission Reflection Radiometer (ASTER) for estimating AWD adoption	Jenny Lovell
	Ethiopia study on landsat 8 satellite imagery and drones for estimating crop residue retention on soils (for conservation agriculture)	Frederic Kosmowski

	Discussion on: Scope and scale of this method in tracking adoption of agricultural technology; Types of technologies best suited; Lessons learned from pilot experiments, Cost, limitations	
3:45	Health break	
4:00	<b>5. Using appropriate ICT for surveys</b>	<b>Jawoo Koo (Chair)</b>
	Potential of ICT tools for collecting data and tracking adoption of agricultural practices	<b>Katy Money (GeoPoll)</b>
	India study on cell-phone based IVRS method for collecting data on farmer practices	<b>Mywish</b> on behalf of Surabhi Mittal
	Tanzania SMS-based mobile phone surveys	<b>Beliyou Haile</b>
	Tablet-based CAPI methods: lessons for technology adoption surveys <ul style="list-style-type: none"> <li>■ Experience of using TechTraker</li> <li>■ Experience of Survey Solutions</li> </ul>	<b>Moses Odeke</b> LSMA-ISA ( <b>James</b> )
	Discussion on pros and cons of using this method for technology adoption data; Challenges of sampling; Cost; Potential for scaling up	
6:00	CLOSE (Dinner on your own)	
<b>Thursday 4<sup>th</sup> August 2016</b>		
08:00	Breakfast, coffee and networking	
09:00	<b>6. Adoption data from markets:</b> Surveys of input or output market participants to estimate adoption of technologies	<b>Doug Gollin (Chair)</b>
	Introduction	<b>Moses Odeke</b>
	Agro-dealer survey at informal markets in Rwanda	<b>Jawoo Koo</b>
	Bihar agro-dealer surveys	<b>Takashi Yamano</b>
	<i>Discussions to focus on:</i> <ul style="list-style-type: none"> <li>• <i>Reliability of these methods in estimating farm level adoption</i></li> <li>• <i>Challenges of sampling (to derive representative adoption estimates)</i></li> <li>• <i>Potential for scaling up</i></li> <li>• <i>Under what conditions/types of technologies this method can be used/not used</i></li> </ul>	
10:30	Health break	
10:50	<b>7. Institutionalizing collection of adoption data through household surveys</b> <i>How can we institutionalize the routine use of these new methods?</i>	<b>James Stevenson (Chair)</b>
	Partnerships with national statistical agencies on specific surveys: Cases of Zambia, Ethiopia, Uganda and India	<b>Dingiswayo Banda</b> (Zambia) <b>Frederic Kosmowski</b> (Ethiopia) <b>Talip Kilic</b> (via WebEx - Uganda) <b>Mywish Maredia</b> (India)
12:15	Group Lunch	
1:15	<b>8. Outsourcing to the private sector</b>	<b>Lakshmi Krishnan (Chair)</b>
	<b>Perspectives from service providers, clients (CGIAR centers, donors) and researchers</b> <i>Can data collection be outsourced?</i> <i>Cost vs. benefits</i> <i>Is there enough demand to sustain and institutionalize private sector led data collection to track technology adoption in developing countries?</i>	Innovations for Poverty Action ( <b>Prathap Bhavani</b> ) Background, overview of the pilot in India ( <b>Mywish</b> ) Perspectives from private sector: <b>Muthu Raman, Meeta Mehta, Sunil Kumar, Chris Root</b>
15:00	Health break	
15:20	<b>9. Wrap-up</b>	<b>Chair: Mywish Maredia</b>
	PIM future plans on these issues	<b>Jawoo Koo</b>
	Plans for a future SPIA program to institutionalize these methods	<b>Doug Gollin</b>
	Output plans from this workshop	<b>Mywish and James</b>
17:30	CLOSE	