Improved Nutrition: Solutions Through Innovation

Nigeria
Rabiu Yakasai

Organization type:
nonprofit/ngo/citizen sector

Budget:
< $1,000

Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Rural Digital Bridge (RDB), the process that enhances access to Internet information, dissemination and coordination between Internet community (information generators) and digitally divided community (information users) through the Mphone pivotal communication potential. The RDB system is to bridge Internet access for rural people.

Problem: What problem is this project trying to address?

Radio is the only means of passing information to the rural people, which is limited to official broadcast of political interests and sentiments only. Whereas the rural people need to be enlightened to take advantage of the vast ICT potentials most especially Internet and Mphone versatility as well as to participate in the global ICT trend through enhanced networking.

About You

Organization:
Kura Smallholder Farmers Cooperative Society

First Name
Rabiu Auwalu

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Website
Organization
Kura Smallholder Farmers Cooperative Society

Country

Section 2: About Your Organization

Organization Name
Kura Smallholder Farmers Cooperative Society

Organization Phone

Organization Address
Kura Town, 32 Km Zaria Road, Kano State, Nigeria

Organization Country
**Innovation**

**What makes your idea unique?**

In Nigeria, rural people's access to Internet information is constrained by inconsistent ICT policies, community specifics, and individualistic web technology. The Internet is a huge database that is desperately needed by rural people for social and economic transformation. This situation presents poor incomes, food insecurity, and poor nutrition and health for the vulnerable. The RDB system addresses the situation by providing rural people with means of access to transformative information within their familiar environment, enhanced by ICT device arrangement in the rural area to view pictorial web contents and texts translated into the local language for viewing as PowerPoint presentation through an overhead projector to large rural audiences. The RDB system is a new form of rural extension that is ICT-based, and it involves digital coordinators and local contact persons for information exchange between communities.

**Do you have a patent for this idea?**

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**Impact**

**What impact have you had?**

Through the RDB system, Internet sources of information on the miracle tree (Moringa Oleifera) such as [www.moringanews.org](http://www.moringanews.org) and [www.tfl.org](http://www.tfl.org) were coordinated and local communities were sensitized on the latest discoveries about Moringa, especially for nutrition. Today in Nigeria, cooked Moringa leaf has increased market value substantially benefitting rural people where the tree is native and at national level the general market price of Moringa various products have increased in the value chain. The rural people are educated on cheapest source of protein within their surroundings and they are making more income with increased food security options and better nutrition.

**Actions**

Improving access to Internet information for rural people through Mphone potential, for commercial farm extension, create awareness about ICT trend in rural areas, so as to capture their interest towards computer literacy and increased usage and application of ICT devices for social transformation.

**Results**

Sensitization for awareness among the society, especially policy makers, building up more sources of information both Internet and local, international media promotion to capture the attention of NGOs, international donor programs, and implementing local projects that have rural peoples interest at most.

**What will it take for your project to be successful over the next three years? Please address each year separately, if possible.**

**First year** - wide media promotion and expansion of project activities to other States in Nigeria through official collaboration such as national regional workshop, train the trainer and mini exhibition of local activities.

**Second year** - setting up RDB replication stations in various locations across the nation;

adoption of the RDB system by international programs such as the World Bank fadama program, FAO etc.

**What would prevent your project from being a success?**

Lack of positive response from international stakeholders especially for partnership to promote the pilot activities to full scale project that covers broader spectrum. Local authorities in Nigeria will only respond positively if international community recognizes the idea, then the authorities will descend heavily with all the required resources.

**How many people will your project serve annually?**

More than 10,000

**What is the average monthly household income in your target community, in US Dollars?**

Less than $50

**Does your project seek to have an impact on public policy?**

Yes

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**Sustainability**

**What stage is your project in?**

Operating for 15 years.

**In what country?**

Is your initiative connected to an established organization?

If yes, provide organization name.

How long has this organization been operating?

Less than a year

**Does your organization have a Board of Directors or an Advisory Board?**

Yes

**Does your organization have any non-monetary partnerships with NGOs?**

Yes
Yes

**Does your organization have any non-monetary partnerships with businesses?**
Yes

**Does your organization have any non-monetary partnerships with government?**
Yes

**Please tell us more about how these partnerships are critical to the success of your innovation.**

The RDB pilot activities is appended to a project called Cooperative Agribusiness Development (CADE) with agriculture and food components that is based on mobilizing public and private organizations to pool resources together and support local peoples capacity towards addressing subsistence farming through the power of information with their full participation guided by resource potential around them.

**What are the three most important actions needed to grow your initiative or organization?**

- International recognition, refinement and media promotion of the RDB system
- Train the trainer workshops and seminars at national and State levels in Nigeria
- Adoption of the RDB system in international program operations in rural Nigeria

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### The Story

**What was the defining moment that led you to this innovation?**
Local community leading subsistence living amid surrounding natural resources that are the solutions needed. Only due to lack of utilizable information to transform socially and economically.

**Tell us about the social innovator behind this idea.**
Rabiu Auwalu Yakasai, 53, general agriculture/food technology UK, held various management positions in private commercial agribusiness firms across the country but became freelance farmers consultant for over two decades engaged with smallholder farmers in Kano River irrigation project (KRIP) since 1994.

**How did you first hear about Changemakers?**
Email from Changemakers

**If through another, please provide the name of the organization or company**

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