DAAS PRODUCTS

ROLES AND RESPONSIBILITIES OF EXTENSION DEPARTMENT'S ADMINISTRATOR

DIGITAL GREEN

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Introduction

As part of the handover process for the Digital Agriculture Advisory Services (DAAS) project, which has been in operation since 2019 in close collaboratio with MoA's Extension directorate, RBoA, Zonal BoA, Woreda Agriculture offices and Kebele administration. This document outlines the key components being transferred to the Ministry of Agriculture for scaling and maintenance. The Ministry will be assuming responsibility for the coordination, implementation, and monitoring of the extension system through the DA Registry, Farmer Registry, Telegram Bot, and Farmstack product. This document will guide the handover team in understanding their roles and responsibilities in sustaining these products.

Overall Objective

It is our objective to empower our highest-level administrative users to independently manage and coordinate the extension system effectively in the process of the products outlined below. This document maps out their journey, highlighting key responsibilities, product features, and success metrics.

Senior Admin Journey

Background: there are two senior admins; one admin will be on the extension provision end and the other will be responsible for system-level maintenance and will sit within the ICT directorate. In this document, we will map out the roles and responsibilities of the extension department system admin.

Goal: As a system administrator, the main goal is to ensure the seamless operation, integration, and effectiveness of the DA Registry, Farmer Registry, Telegram Bot, and Farmstack product, overseeing the coordination, implementation, and monitoring of the extension system through the various products at their disposal.
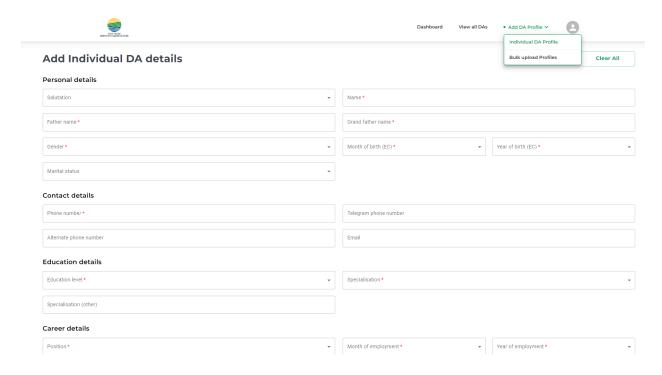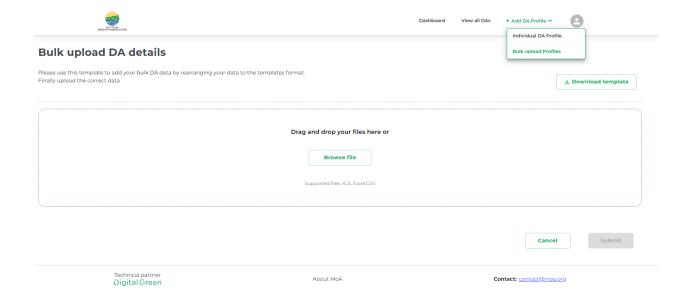
DA Registry

Objective

Enable efficient management of Development Agent (DA) profiles, ensuring up-to-date and accurate information for effective extension service delivery.

Admin Role
1. Oversee the periodic updates of location lookups and DA profiles within the DA Registry application, ensuring all information is current and accurate.
2. Collaborate with zonal offices to maintain the integrity of the data, with updates occurring at least once a year.
    ○ Individual DA Updates: Manage updates on an individual level, including adding new DAs, updating existing profiles, and removing non-active DAs as necessary.
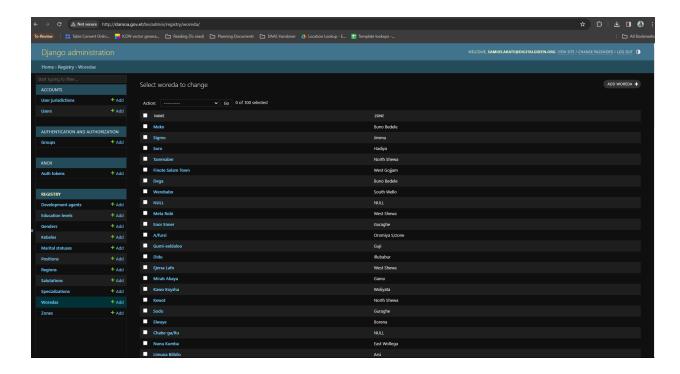

    ○ Bulk Upload for Initial Registration: Utilize the bulk upload feature for the initial registration of new DAs. This one-time activity requires careful coordination to avoid errors.

Individual DA Profile

Bulk upload Profiles

Bulk upload DA details

Please use this template to add your bulk DA data by rearranging your data to the templates format.
Finally upload the correct data

⬇ Download template

Drag and drop your files here or

Browse file

Supported files: XLS, Excel,CSV

Cancel   Submit

Technical partner
Digital Green

About MoA

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3. Work with teams from the regional to the woreda level to obtain the latest template from the app and gather up-to-date profile information for new DAs. Ensure that the data is accurate and correctly formatted within the template to prevent any upload issues.

Key Actions

1. Approve Updates for Region, Zone, Woreda, and Kebele Information:
   ○ Updates are typically made through the administrative dashboard of the app. The admin user can review pending updates and make changes to the application.
   ○ The "Location Updates" feature in the admin dashboard, accessible via a admin page where the
   ○ Ideal Timing: These updates may be sporadic, depending on changes in administrative boundaries or new data availability. It's ideal to check for updates monthly and approve them promptly.

2. Review and Validate DA Profile Updates:
    ○ How to Do It: The admin user can review requests for DA profile updates, which may include reassignments, turnover, or changes in contact information. This can be done through the "DA Profile Management" feature in the admin dashboard. (this will be managed in a spreadsheet the team curated from various locations if new)
    ○ Features and Screens: A screen that lists all DA profiles with current records, allowing the admin to review and validate each update.
    ○ Ideal Timing: Given the dynamic nature of DA assignments and turnover, it's recommended to review and validate updates bi-weekly or as soon as notifications of changes are received.

Success Metrics

Accuracy of Location and DA Profile Information:
    ● Conduct spot checks quarterly to verify the accuracy of the information. This can involve randomly selecting a sample of records and cross-checking them with source documents or field reports.
    ● If inaccuracies are detected, the admin should initiate a correction process, which may involve reaching out to zonal offices for clarification or additional data
    ● The goal should be to resolve any inaccuracies within one month of detection to maintain data integrity.

Overall Process Overview

1. Initial Setup (one-time activity conducted by Technical Partner in this case Digital Green)
   a. Establish a centralized system for DA profile management, accessible by authorized personnel.
   b. Define the data attributes for DA profiles, including both static (e.g., name, ID) and dynamic (e.g., assignment, contact information) elements.
   c. Current setup of the DA Registry System shall be found (http://damoa.gov.et/)
2. Data Collection and Entry (month 1 and 2)
   a. Coordinate with zonal offices to collect initial DA data.
   b. Train designated staff on data entry protocols and use of the system.
   c. The remaining regional profiles to set up initial profiles shall be collected through the use of the template generated by the app in the diagram shared above shall be used
3. Regular Updates:
   a. Schedule periodic updates (e.g., quarterly) to review and refresh DA profiles.
   b. Set up a mechanism for DAs or their supervisors to report changes in real-time, such as reassignments or contact information updates.
4. Quality Assurance:
   a. Implement validation checks within the system to ensure data accuracy.
   b. Conduct spot checks and audits to verify the correctness of the information.
5. Reporting and Utilization:
   a. Generate reports on DA distribution, turnover rates, and other relevant metrics for planning and decision-making.
   b. Use the updated registry to allocate resources, plan training, and monitor performance.

   Actionable Steps
   - Develop a detailed plan for the initial setup, including timelines and responsibilities.
   - Create training materials and conduct workshops for staff responsible for data collection and entry.
   - Establish protocols for regular updates and quality assurance checks.
   - Design templates for reports and analytics to support strategic planning.

Farmer Registry

Objective

Ensure efficient onboarding of Development Agents and smooth registration of farmers, managing both dynamic and static data attributes. The definition of both shall be decided as per the frequency of change required for the attributes.

Admin Role

- Facilitate the Onboarding Process of DAs: Guide DAs through the app's usage and functionalities to enable effective farmer registration.
- Ensure Smooth Registration of Farmers: Oversee the process to ensure farmers' information, both regularly updating and static values, is accurately captured.

Key Actions

1. Obtain Letters of Support from Regional Leadership for DA Onboarding
   a. Process: Coordinate with regional leadership to secure formal support, facilitating smoother onboarding and collaboration.
   b. Importance: These letters endorse the legitimacy of the onboarding process and encourage cooperation from all parties involved.
2. Oversee the Preparation and Execution of DA Training Sessions
   a. Training Content: Include app navigation, data entry protocols, and handling of both dynamic (farming type, family size) and static (farmer name, location) data attributes.
   b. Methodology: Utilize a mix of theoretical instructions and practical exercises, ensuring DAs are well-equipped to use the app effectively.
3. Monitor the Registration Process of Farmers by DAs
   a. Regular Check-ins: Schedule periodic check-ins with DAs to review the progress of farmer registrations and address any challenges.
   b. Data Quality Control: Implement validation checks within the app to ensure the accuracy of both dynamic and static data entered by DAs.

Success Metrics

1. Number of DAs Trained and Onboarded:
    a. Target: Set a target number of DAs to be trained and onboarded within a specific timeframe, ensuring adequate coverage of the farming communities.
2. Percentage of Farmers Registered Within the Set Timeframe:
    a. Tracking: Monitor the rate of farmer registrations to assess the effectiveness of the onboarding and training processes.
    b. Goal: Aim for a high percentage of farmer registrations within the set timeframe, indicating successful DA engagement and farmer outreach.

Overall Process Overview

1. System Development
    ○ Create a digital platform for farmer registration, with fields for both static (e.g., name, location) and dynamic (e.g., farming type, family size) data.
    ○ Ensure the system is user-friendly and accessible for DAs.
2. Training and Onboarding
    ○ Conduct training sessions for DAs on the registration process, emphasizing the importance of accurate data entry.
    ○ Provide support materials and resources to assist DAs in the field.
3. Registration Campaigns
    ○ Organize targeted campaigns to register farmers, focusing on different regions or crop types.
    ○ Encourage DAs to update farmer profiles with any changes or new information.
4. Data Verification and Validation
    ○ Set up mechanisms within the system for data verification, such as cross-referencing with existing records.
    ○ Regularly review and validate the data to maintain its accuracy and relevance.
5. Utilization for Extension Services
    ○ Use the farmer registry to identify specific needs and tailor extension services accordingly.
    ○ Monitor the impact of services on registered farmers and adjust strategies based on feedback.

Actionable Steps

- Outline a detailed implementation plan for the system development and training components.
- Schedule and execute registration campaigns, with clear goals and timelines.
- Establish a routine for data verification and validation, assigning responsibilities to relevant staff.
- Develop a framework for using the registry data to enhance extension services and track outcomes.

AgAdvisory Ethiopia chatbot

Objective

Oversee the distribution of tailored advisory content to Development Agents and farmers via the Telegram chatbot while ensuring data accuracy and completeness. Ensure accurate and timely content is being shared through the platform through coordination and organization of agricultural practice content from various sources and make sure they are made available through the content management platform.

Admin Role

Success Metrics
1. Compliance with Content Review Standards
   - Ensure all advisory content uploaded to the bot meets established review standards for accuracy and relevance.
2. Positive Feedback and Engagement
   - Aim for high levels of positive feedback from DAs and farmers, indicating the usefulness of the advisories.
   - Track engagement metrics such as message reads, interactions, and queries responded to.
3. Increase in Farmer Reach and Advisory Adoption
   - Monitor the growth in the number of farmers reached through the bot and the adoption rate of the advisories shared.
4. Continuous Usage of the App
   - Track the regular usage of the Telegram bot by DAs and farmers, indicating sustained engagement and value.
5. Completeness and Accuracy of Profiles

- Ensure the profiles of DAs and farmers in the system are complete and accurately updated.
6. Timeliness of Data Updates
   - Monitor the promptness of data updates by DAs, aiming for real-time or near-real-time recording.

Overall Process Overview
1. Content Coordination (Bi-Weekly)
   a. Upload and update advisory messages regularly, ensuring they are current and relevant to the farmers' needs.
   b. Collaborate with subject matter experts to develop and review content before dissemination.
2. Engagement Monitoring (Weekly)
   a. Regularly check the engagement levels and feedback received from DAs to gauge the effectiveness of the advisories.
   b. Use insights from the feedback to make prompt decisions on content adjustments or additional support needed.
3. DA Registration Supervision (Monthly)
   a. Oversee the registration process of DAs for data recording, ensuring all active DAs are included in the system.
   b. Provide training and support to DAs on how to register and use the Telegram bot effectively.
4. Data Accuracy Monitoring (Monthly)
   a. Regularly review the data recorded by DAs through the Telegram bot to ensure its accuracy and timeliness.
   b. Implement checks and validation processes within the system to flag and correct any discrepancies.

Actionable Steps
- Develop a content calendar and schedule regular updates and reviews of advisory messages.
- Set up a feedback collection mechanism within the Telegram bot and analyze responses weekly.
- Conduct monthly training sessions for new DAs or refresher courses on using the bot and data recording.
- Implement monthly data quality checks and provide guidance to DAs on maintaining accurate records.

Content Management (FarmStack)

Objective

Facilitate seamless integration and sharing of content through FarmStack, optimizing data sharing and management for enhanced dissemination of agricultural advisories via the AgAdvisory Ethiopia Bot. This includes monitoring feedback and reach as indicated by the bot's dashboard, in addition to onboarding and coordinating with data producers to ensure a steady stream of relevant and up-to-date content.

Admin Role

The admin's primary responsibility is to bridge the gap between content producers (like the Ministry of Agriculture, research institutes, and other relevant entities) and the end-users (Development Agents and farmers) through FarmStack. Major roles are:

1. Onboarding Content Producers
   - Establish a clear and straightforward process for content producers to share their materials through FarmStack. This includes providing guidelines on content format, relevance, and accuracy.
   - Sharing access to the platform with partners who produce content by providing them with an invitation link to the data sharing application deployed at MoA.
   - Offer training sessions or manuals that detail how to upload content to FarmStack, emphasizing the importance of keeping information up-to-date and relevant to the users accessing the bot..
2. Maintaining Up-to-Date Content
   - Regularly review the content on FarmStack to ensure it remains accurate and relevant. This includes removing outdated materials and uploading new advisories that reflect current agricultural practices and challenges.
3. Leveraging Feedback and Reach Data
   - Utilize the dashboard analytics from the Telegram bot to understand how far and well the disseminated content is reaching. This involves analyzing data on content reach, adoption rates, and direct feedback from users on the advisories shared.

- ○ Adjust the content strategy based on this feedback, focusing on areas of high interest and addressing any gaps or inaccuracies identified by users.
4. Ensure Effective use of FarmStack
   - ○ Oversee the functionality and usability of the FarmStack platform, making it a reliable tool for content management and dissemination.

Success Metrics

1. Successfully Uploading Content for Telegram Delivery
   - ○ Track the number of new pieces of content uploaded to FarmStack and successfully delivered through the Telegram bot.
2. Number of Contents Shared and Maintained
   - ○ Monitor the volume of content shared through FarmStack and the frequency of content updates and maintenance.
3. User Satisfaction with FarmStack
   - ○ Measure user satisfaction through surveys and feedback, focusing on the platform's functionality and usability.
4. Deployment of FarmStack at MoA
   - ○ Track the progress and success of deploying FarmStack within the Ministry of Agriculture, including user adoption and engagement.

Overall Process Overview

1. Partner Engagement and Content Sourcing
   - ○ Establish formal partnerships with content producers outside of government institutes. Set up regular meetings to discuss content needs and contributions.
2. Content Upload and Maintenance
   - ○ Regularly upload new content received from partners to FarmStack. Ensure that existing content is up-to-date and relevant.
   - ○ Use the FarmStack content management system for uploading and maintaining content. Implement a review process for content accuracy and relevance.
3. User Feedback and Improvement
   - ○ Collect feedback from users (DAs, farmers, content producers) on the content shared and access given through the bot. Use

feedback to make improvements and enhance the user experience in the up-to-date and need of content shared.
- ○ Use surveys, feedback forms, and direct communication channels to gather user feedback. Implement changes based on feedback to improve the platform.

Actionable Steps

- Establish and formalize partnerships with content producers, setting clear expectations for content sharing.
- Develop a content management schedule for regular uploads and maintenance, with a review process for quality control.
- Implement a feedback mechanism to collect user insights and make continuous improvements to the FarmStack platform.