



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

Proyecto
**TRANSFORMANDO
SISTEMAS DE MERCADO**

TRANSFORMING MARKET SYSTEMS PROJECT



FINAL REPORT ILLUMINAID

FEBRUARY 2024

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INTRODUCTION

In December 2022, the Transforming Market Systems (TMS) Project and illuminAid began a partnership to train partners of the Value Added Agriculture (AVA) Component to produce videos for educational purposes.

illuminAid is an organization that works with diverse partners globally to create economic opportunity, positive social change, education, and the dissemination of knowledge that advances the progress of individuals and communities. In addition, it strives to bring long-term, sustainable access to communities in the developing world by teaching local people and community-based organizations how to impart information in health, agriculture, education, and other disciplines by working with subject matter experts to teach local people how to produce educational videos using low-cost video cameras and wireless projectors in normally hard-to-reach locations. Among the services provided by this organization are the development of educational video production workshops, the provision of equipment and software for video production, and technical assistance for the scalability of these innovative training methodologies.

This alliance will make it possible to train a greater number of producers in various topics through the implementation of new methodologies.

TMS-ILLUMINAID ALLIANCE

To implement innovative methodologies for training producers, TMS and illuminAid initiated an alliance, developing in January 2023 the first workshop to train strategic partners of TMS in the coffee sector (COMSA and Bon Café), in the livestock sector (HEIFER) and other partners (Zamorano, FUNDER and PYFLOR) in video production.

In September 2023, we continued with the implementation of the knowledge acquired through the production and publication of 10 videos prepared by the partners Bon Café, HEIFER, FUNDER, Zamorano and COMSA; in conclusion, in this phase the exercise of production and publication of the videos showed encouraging results in this first test, leaving as a lesson learned the need to encourage the spontaneous participation of producers in the production of videos, as well as their use to learn new knowledge.

General Objective
















Train VAA partners in low-cost video production as a solution to demonstrate and teach good farming and ranching practices and close the gap that separates farmers from access to vital information needed to adopt new technologies, improve farm yields and increase household incomes.

Specific Objectives

- Promote behavioral change through virtual training for the adoption of good practices and technologies among producers benefiting from TMS actions.
- Promote the integration and scalability of educational video creation in the various VAA partnerships.
- Incorporate partner organizations through video screenings at the community level.
- Strengthen the skills of frontline staff and extensionists in video creation using basic technology such as the smartphone.

The following is a summary of the videos produced and published as a result of the first workshop (information presented in the Milestone 3 Report).

Table 1. Summary of the videos produced and published in the various social networks within the framework of the TMS-illuminAid partnership.








PARTNERS	VIDEO	UTILIZED SOCIAL MEDIA
COMSA	Video 1: Soil analysis	 
	Video 2: Importance of soil analysis	
HEIFER	Video 1: Environmentally friendly practices	   
	Video 2: Women in animal livestock	
BON CAFÉ	Video 1: Making organic fertilizer with coffee pulp	 
	Video 2-Part 1. Eco-Filter Installation	
	Video 2-Part 2: Eco-Filter Maintenance	
FUNDER	Video 1. Good accounting and administrative practices to strengthen, increase profits and capitalization of Rural Savings and Credit Unions.	   
	Video 2. The benefit of the correct use of the administrative accounting records of a Rural Savings and Credit Union to reach digitalization.	
ZAMORANO	Video 1-Part 1. Personal protective equipment (PPE)	  
	Video 1-Part 1. Personal Protective Equipment (PPE)	

All the videos produced are stored in the TMS Sharepoint folder, in the following link:

[Carpeta de videos de illuminAid](#)

RESULTS OF VIDEO PUBLICATIONS

Below are the statistics updated at the close of the partnership on the publication of each partner's videos.

MEMBERS	PUBLISHED	VIDEOS	VIDEOS	VEWS	LIKES	
COMSA	06 -Nov-2023		COMSA, análisis de suelo para la producción de cafés...	<u>COMSA, soil analysis for the production of quality coffees.</u>	180	6
	13 -Nov-2023		Análisis de suelos una buena práctica para recuperar y...	<u>Soil testing a good practice to recover and monitor soil quality.</u>	180	6
HEIFER	06 -Nov-2023		Prácticas amigables con el medio ambiente	<u>Environmentally friendly practices</u>	259	9
	13 -Nov-2023		dentro de las juntas directivas de las escuelas de campo...	<u>Women in livestock</u>	645	21
BON CAFÉ	14 -Nov-2023		Elaboración de Fertilizante Orgánico con Pulpa de Café.	<u>Elaboration of Organic Fertilizer with Coffee Pulp.</u>	61	3
	17 - Nov-2023		Instalación y uso adecuado del Ecofiltro.	<u>Proper installation and use of Ecofilter.</u>	20	1
	22 - Nov-2023		Mantenimiento adecuado del Ecofiltro	<u>Proper Ecofilter maintenance</u>	19	1

BON CAFÉ	24 - Nov-2023	 <p>Uso adecuado de Equipo de Protección Personal - Por...</p>	<u>Proper Use of Personal Protective Equipment - By USAID/TMS and Zamorano.</u>	19	1
	27 - Nov-2023	 <p>Cómo colocarse y quitarse adecuadamente el Equipo d...</p>	<u>How to properly put on and take off Personal Protective Equipment.</u>	8	1
FUNDER	06 -Nov-2023	 <p>En Aprendiendo con Funder, conoce las Buenas prácticas contables y...</p>	<u>Correct use of administrative accounting records</u>	358	3
	13 -Nov-2023	 <p>Uso correcto de registros contables administrativos en Caja Rural para...</p>	<u>Correct use of administrative accounting records in 'Caja Rural' to achieve digitalization.</u>	235	1
ZAMORANO	06 -Nov-2023		<u>Uploaded directly in the WhatsApp group</u>	27	7
	13 -Nov-2023		<u>USAID TMS AND ZAMORANO - VOL I EPP</u>	26	11

This is the first time that TMS has carried out an exercise for training in good agricultural practices through the use of videos produced by the farmers themselves and the technicians of the various alliances, therefore we can consider that the exercise have been very useful with satisfactory results.

TRAINING FOR THE PRODUCTION OF VIDEO AND PHOTOGRAPHY WITH CELLULAR PHONES

On February 27, 2024, the Training for Video Production and Cell Phone Photography was conducted by Catalina Correa on behalf of IlluminAid. This training was attended by producers and technical personnel from the companies Pilonos y Flores de Honduras (PYFLOR), EFISolutions and HEIFER, strategic partners of the Value Added Agriculture Component (VAA) of TMS.

The workshop included topics such as Introduction to cell phone photography and video, Getting to know your device (how to use the cell phone), Videos and photographs in different light conditions, Effective video capture (practical exercise of video shooting), Editing and post-production on the device and the practice of what was learned and feedback (review of the specific projects assigned to the participants).

Below are some of the photographs taken by the participants during the workshop.



Photo taken by Melvin Ortiz-HEIFER



Photo taken by Andrés Pinto-HEIFER



Photo taken by Nersy Flores-
EFISolutions



Photo taken by Ricardo Bulnes-PYFLOR

The day ended with the presentation of diplomas of participation.



Group photograph of training participants.



Awarding of Diplomas to participants

The following are examples of the videos produced by the various teams during the training.



Video on Irrigation Systems, produced by EFISolutions team



Best Agricultural Practices Video, produced by HEIFER Team



Video on the cultivation of vegetables and their uses in the preparation of salads, produced by PYFLOR team.

PARTICIPANTS' TESTIMONIALS



As we have seen, this workshop helps us to capture and improve the information of all the activities we do with the producers in the field, and, to have a better projection of audiovisual images and thus be able to transmit everything they do through documentaries that we can provide them with through technology.

-Andrés Antonio Pinto

USAID /TMS/HEIFER Partnership



I enjoyed the photography workshop. I learned about the elements that all photos should have and how to make a good-quality video to convey what we want. I was also happy to learn new tools and applications to use and to be able to share what I learned with our producers so that they can also use these new tools.

-Nersy Flores

EFISolutions



I think photography and videos are important, they are a way to express and show our work. They are very valuable tools to communicate what we do effectively.

- Marian Adriano
Pyflor

CONCLUSIONS

- Training in cell phone video and photo production should continue, as it is a practical and low-cost way to train in the transfer of new practices, technologies, and other knowledge.
- The themes of the workshop are suitable for training beginners.
- Feedback from participants has been positive regarding this type of training to facilitate the use of technology.
- Coordination between the VAA Component, TMS Communications Component, and illuminAidhas been key to the success of the partnership.

RECOMMENDATIONS

- The training should be at least two days long so that each participant can present his or her video as a result of the workshop.
- Each participant must train at least two young producers, as an initiative to initiate and motivate them in the use of low-cost technology for video and photo production.
- Each partner participating in this workshop must select one person to collaborate in the production of educational videos related to the value chain they represent.

APPENDIXES

Annex 1. Photographs of the Partners participating in the training



HEIFER, PYFLOR and TMS Team Members



HEIFER, PYFLOR, illuminAid and TMS Team Members



PYFLOR, illuminAid and TMS Team Members

Annex 2. Final statistics of the publication of videos produced by TMS partners.

Below is evidence of the statistics of the video postings.

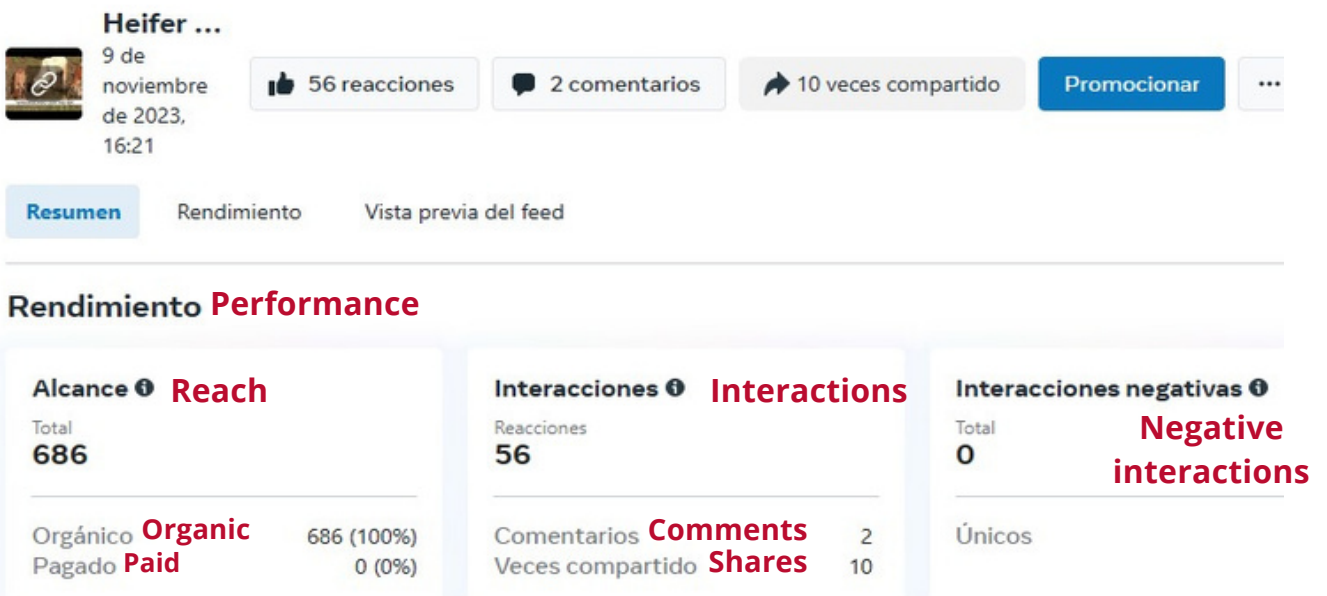
HEIFER - Social media results

Women in Livestock:

Facebook:



Best environmental practices
 Facebook:



FUNDER

Statistics of video 1, published on YouTube channel:

<https://www.youtube.com/watch?v=AzJINB-EPU4&t=5s>



Buscar en el contenido de tu canal

Estadísticas del vídeo

Vista general Cobertura Interacción Audiencia

Este vídeo ha recibido 358 visualizaciones desde que se publicó

This video has received 358 views since it was posted.



Views 358
308 more than usual

Time of visualizations 10.6
9.6 more than usual

Statistics of video 2, published on YouTube channel:

<https://www.youtube.com/watch?v=2TmYpJmuQL8>

Aprendiendo con FUNDER

Vol. 2 El beneficio del uso correcto de registros contables administrativos de una caja rural de ahorro y crédito para llegar a la digitalización.

TRANSLATION: Learning with FUNDER
Vol. 2 The benefit of the correct use of administrative accounting records of a rural savings and credit bank to reach digitization.

Uso correcto de registros contables administrativos en Caja Rural para llegar a la digitalización

EMPRESARIAL RURAL TV 792 suscriptores

Estadísticas Editar vídeo

Compartir Promocionar Descargar Guardar

235 visualizaciones hace 1 mes Cajas Rurales y emprendimientos.
En Aprendiendo con Funder, conoce el beneficio del uso correcto de los registros contables administrativos de una Caja Rural de Ahorro y Crédito para llegar a la digitalización

Hoy más familias reciben apoyo, a través del Proyecto Transformando Sistemas de Mercado (TMS), financiado por USAID y Funder para dar financiamiento alternativo y desar...

Contenido del canal



Vídeo
Uso correcto de registros contables ...

Detalles

Estadísticas

Editor

Comentarios

Subtítulos

Derechos de autor

Configuración

Enviar sugerencias

Estadísticas del vídeo

Vista general Cobertura Interacción Audiencia

Este vídeo ha recibido 235 visualizaciones desde que se publicó

This video has received 235 views since it was posted.



Views 235
135 more than usual

Time of visualizations 5.4
3.4 more than usual

Statistics of video 3, published on YouTube channel

<https://youtu.be/T84DFrPHdM0>



Manejo de productos agroquímicos

EMPRESARIAL RURAL TV

792 suscriptores

Estadísticas

Editar video

Compartir

Promocionar

Descargar

Guardar

...

11 visualizaciones hace 3 semanas

Estadísticas del vídeo

Vista general

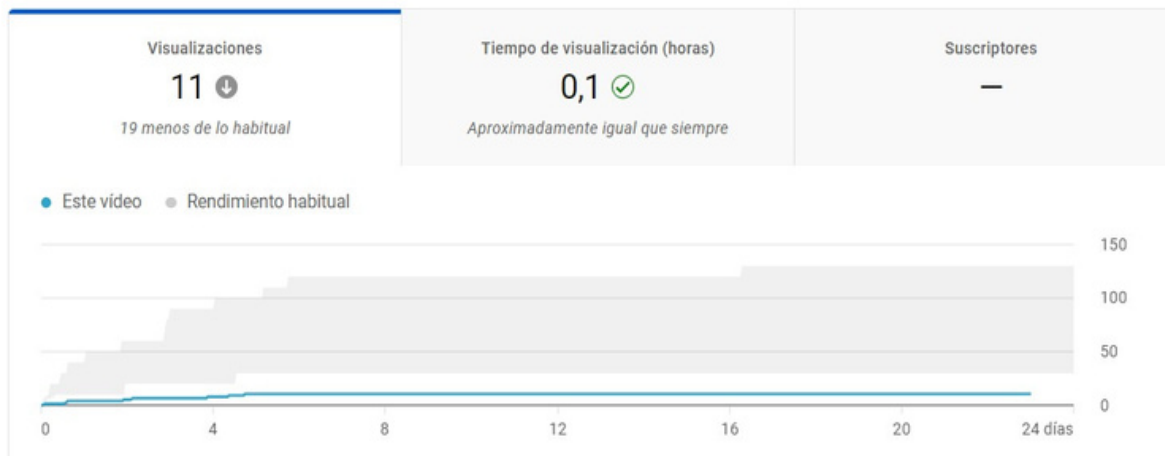
Cobertura

Interacción

Audiencia

Este vídeo ha recibido 11 visualizaciones desde que se publicó

This video has received 11 views since it was posted.



Views 11
19 less than usual

Time of visualizations 0.1
Approximately the same

Statistics of video 4, published on YouTube channel:

<https://youtu.be/Xsp1grKP3ms>



Equipo de protección personal (EPP)

EMPRESARIAL RURAL TV
792 suscriptores

Estadísticas Editar vídeo

Compartir

Promocionar

Descargar

Guardar

...

19 visualizaciones hace 3 semanas
...más

Estadísticas del vídeo

Vista general

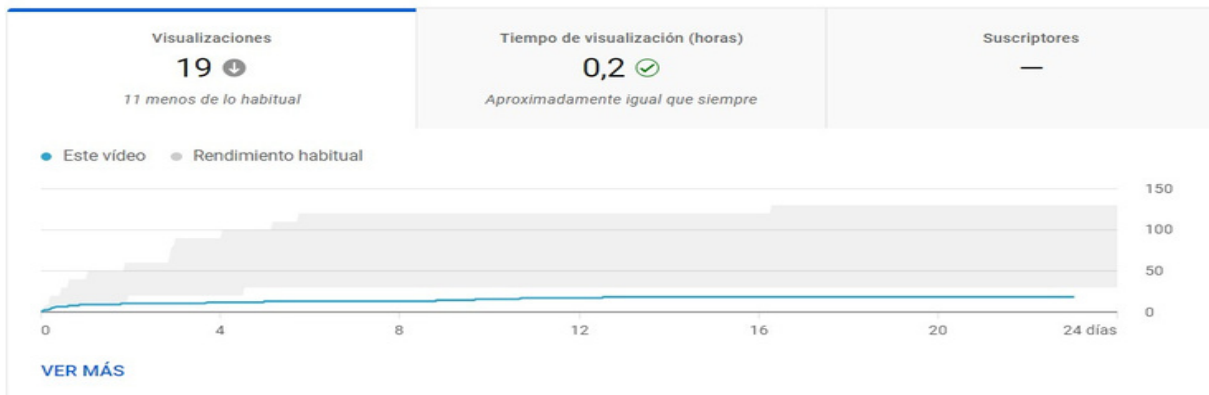
Cobertura

Interacción

Audiencia

Este vídeo ha recibido 19 visualizaciones desde que se publicó

This video has received 19 views since it was posted.

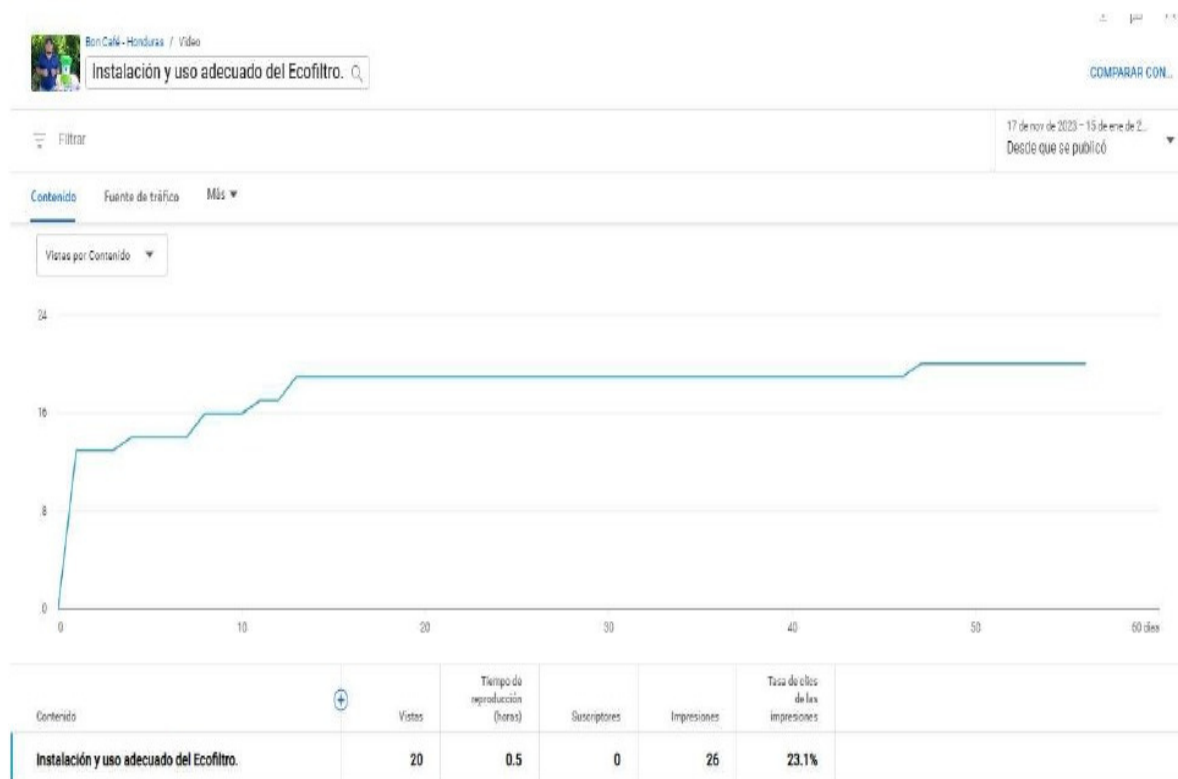
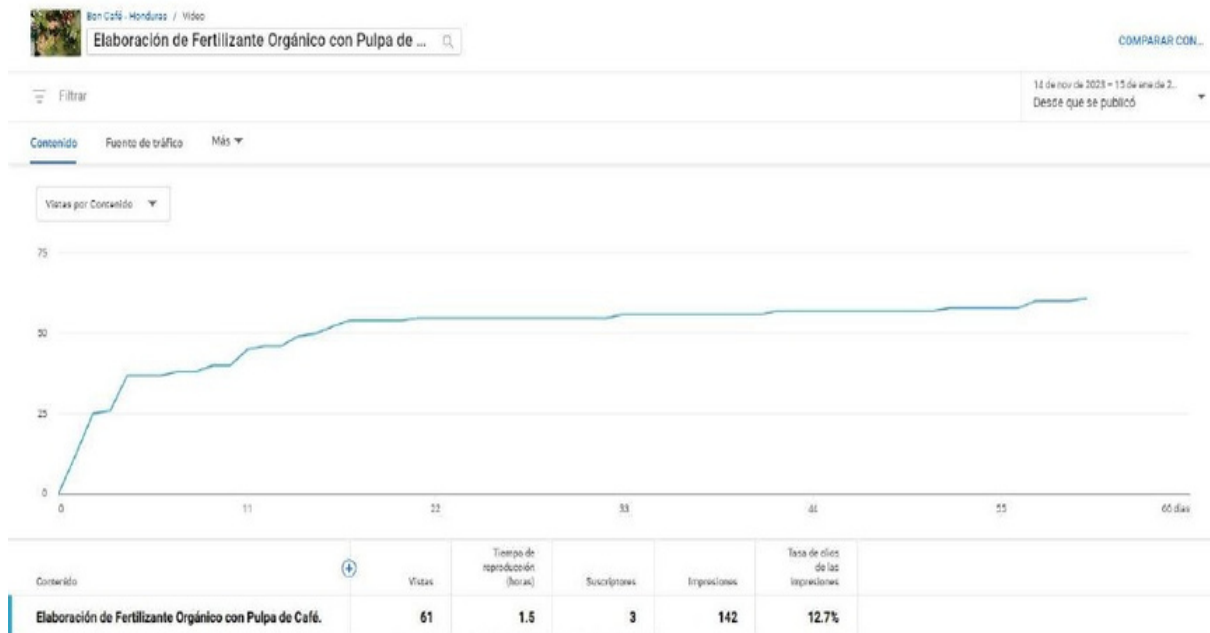


Views 19
11 less than usual

Time of visualizations 0.2
Approximately the same

BON CAFÉ

PLATAFORMA YOUTUBE - ESTADÍSTICAS DE VIDEO: ELABORACIÓN DE FERTILIZANTE ORGÁNICO CON PULPA DE CAFÉ





Ben Café - Honduras / Video

Mantenimiento adecuado del Ecofiltro

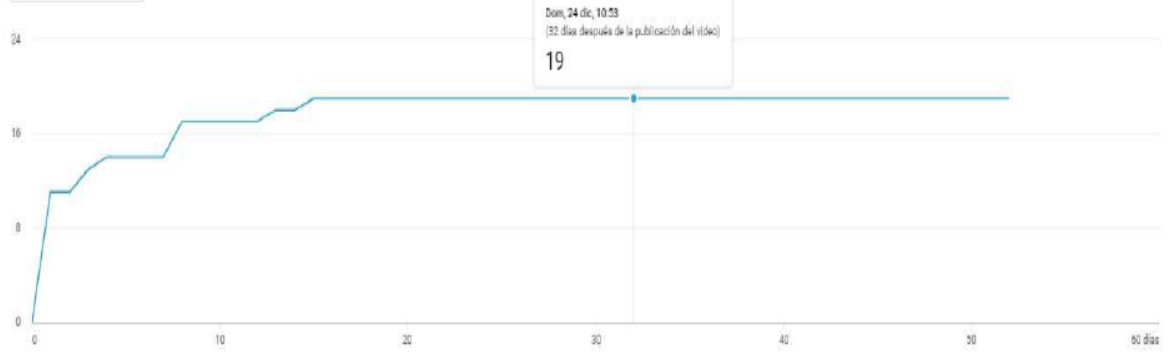
COMPARAR CON...

Filtrar

22 de nov de 2022 - 15 de ene de 2...
Desde que se publicó

Contenido Fuente de tráfico Más

Vistas por Contenido



Contenido	Vistas	Tiempo de reproducción (horas)	Suscriptores	Impresiones	Tasa de clics de las impresiones
Mantenimiento adecuado del Ecofiltro	19	0.3	1	42	14.3%



Ben Café - Honduras / Video

Uso adecuado de Equipo de Protección Personal - ...

COMPARAR CON...

Filtrar

24 de nov de 2022 - 15 de ene de 2...
Desde que se publicó

Contenido Fuente de tráfico Más

Vistas por Contenido



Contenido	Vistas	Tiempo de reproducción (horas)	Suscriptores	Impresiones	Tasa de clics de las impresiones
Uso adecuado de Equipo de Protección Personal - Por US...	19	0.3	0	30	13.3%

Bon Café - Honduras / Video
Cómo colocarse y quitarse adecuadamente el Equi...

COMPARAR CON...

Filtrar

27 de nov de 2023 - 15 de ene de 2...
 Desde que se publicó

Contenido Fuente de tráfico Más

Vistas por Contenido



Contenido	Vistas	Tiempo de reproducción (horas)	Suscriptores	Impresiones	Tasa de clics de las impresiones
Cómo colocarse y quitarse adecuadamente el Equipo de P...	8	0.1	0	23	13.0%
Promedio	0	0.0			

Bon Café - Honduras / Video
Cómo colocarse y quitarse adecuadamente el Equi...

COMPARAR CON...

Filtrar

27 de nov de 2023 - 15 de ene de 2...
 Desde que se publicó

Contenido Fuente de tráfico Más

Vistas por Contenido



Contenido	Vistas	Tiempo de reproducción (horas)	Suscriptores	Impresiones	Tasa de clics de las impresiones
Cómo colocarse y quitarse adecuadamente el Equipo de P...	8	0.1	0	23	13.0%
Promedio	0	0.0			

COMSA

Figure 1. The number of views of the video “Soil analysis a good practice for the recovery of soil health.”



Figure 2. Video views by type of source.

COMSA - Marca Oficial / Video

Análisis de suelos una buena práctica para recup...

24 nov 2023 - Ahora Desde la publicación

Filtrar

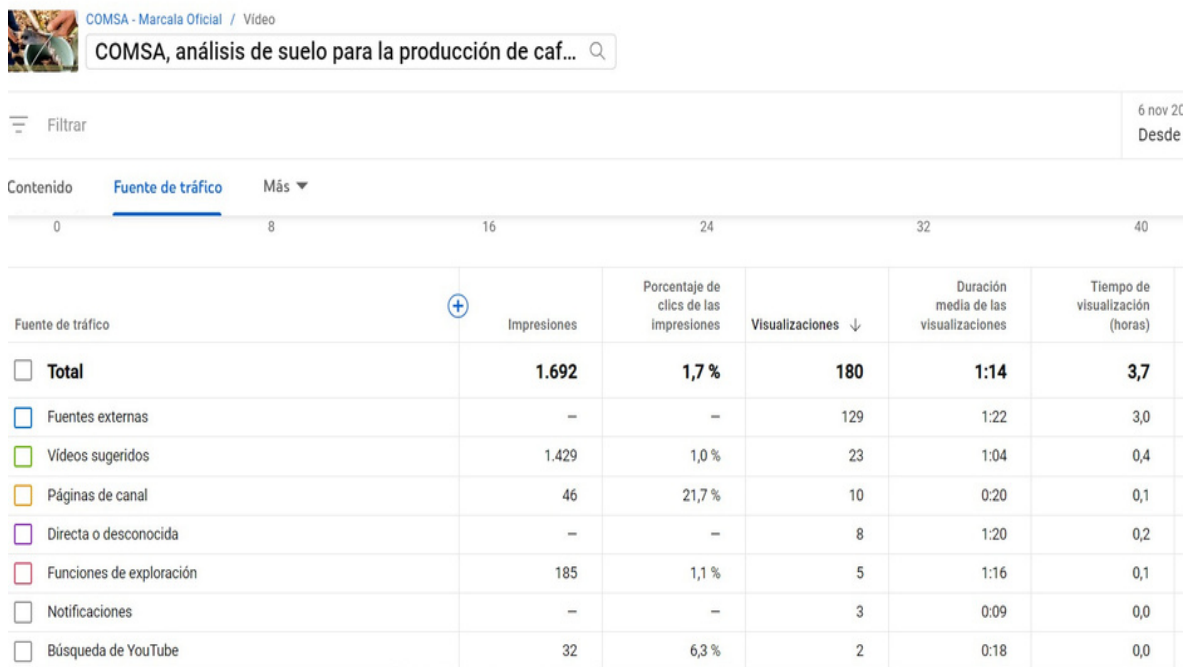
Contenido Fuente de tráfico Más

Fuente de tráfico	Visualizaciones ↓	Tiempo de visualización (horas)	Duración media de las visualizaciones	Impresiones	Porcentaje de clics de las impresiones
<input type="checkbox"/> Total	144	3,5	1:27	965	3,0 %
<input type="checkbox"/> Fuentes externas	90	2,4	1:34	–	–
<input type="checkbox"/> Vídeos sugeridos	21	0,3	0:53	731	1,9 %
<input type="checkbox"/> Directa o desconocida	17	0,5	1:55	–	–
<input type="checkbox"/> Funciones de exploración	6	0,1	1:08	188	3,2 %
<input type="checkbox"/> Páginas de canal	6	0,0	0:14	26	23,1 %
<input type="checkbox"/> Búsqueda de YouTube	3	0,1	1:35	20	15,0 %
<input type="checkbox"/> Notificaciones	1	0,0	2:23	–	–

Figure 3. Number of views of the video soil analysis for the production of differentiated coffees.



Figure 4. Detail of views of the video Soil analysis for the production of differentiated coffees, by traffic source.





Tu vídeo
COMSA, análisis de suelo para la pr...

- ✎ Detalles
- 📊 Estadísticas**
- 📄 Editor
- 💬 Comentarios
- ⚙️ Configuración

Cómo encuentran este vídeo los usuarios

Visualizaciones · Desde la publicación



Fuentes externas	71,7 %
Videos sugeridos	12,8 %
Páginas de canal	5,6 %
Directa o desconocida	4,4 %
Funciones de exploración	2,8 %
Otras	2,8 %

Impresiones y cómo influyen en el tiempo de visualización

Datos disponibles: 6 nov - 19 dic 2023 (44 días)



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