The Rockefeller Foundation

2012 Innovation Challenge Winners

Farming Now

Mobido Coulibaly – FarmQuest (Mali)

FarmQuest is a reality radio program series that features six to eight young individuals and their quest to create the "best new farm." Each contestant will take a small plot of land and over the course of a 9-12 month period turn it into a thriving farming business with help from a variety of farming experts.

- **Why is this Innovative?**—Employs popular communication mediums that appeal particularly to young audiences in an effort to remove the agricultural stigma.

Joseph Macharia – Empowering Youth with Agricultural Information through Radio and Other ICTs. (Kenya)

A Youth empowerment strategy that promotes informed decision-making on agriculture and development through radio and digital communications technology. The youth who listen to and respond to the programming with input and questions will receive hands on extension services and feedback on questions through SMS platforms.

- **Why is this Innovative?**—Combines traditional media (radio) with new media (SMS), creating dynamic platforms for learning and service delivery.

Fatima Oyiza Ademoh – Youth Agro Entrepreneurs (Nigeria)

Youth Agro Entrepreneurs is an academic program where individuals, aged 18 and over, come to learn sustainable farming practices through real-life experiences and garner entrepreneurial skills. The proceeds will be shared by the school and its students, with 80 percent allocated to the student's savings account and the remaining percentage contributing toward their maintenance funds.

- **Why is this Innovative?**—Provides a market-oriented approach to agricultural education, allowing young farmers to build necessary agricultural and business skills while also allowing them to make a profit.

Irrigating Efficiency

John Duxbury – Layering Raised Bed and Furrowing Technology (USA)

Layering of technologies around the use of raised bed and furrow irrigation in order to replace flood irrigation of flat fields to improve water and fertilizer use efficiency, addresses labor shortages and provides agribusiness opportunities. Early use of the technology in Bangladesh reduced water irrigation by 25% to 45%.

- **Why is this Innovative?**—Brings together multiple technologies and agricultural techniques into a single system to decrease water-use, increase crop yield, improve fertilizer efficiency, and expand job opportunities

Amos Winter – Resonating, Viscoelastic Drip Emitters For Low-Pressure, Low-Cost Drip Irrigation (USA)

Novel drip emitter that will reduce the cost of 1-acre drip irrigation systems by 90 percent and will put them in reach of small-scale, subsistence farmers who live off the electrical grid. Technology uses small non-electric balloon-like emitters that control the rate of flow in drip irrigation systems and drastically lower system cost by decreasing pumping pressure and power.

- **Why is this Innovative?**—Provides efficient drip irrigation at one-tenth the cost, conserves water and is affordable and accessible to millions of subsistence farmers

Decoding Data

Rita Bhattacharjee – Kolkata Medical Emergency System (India)

Centralized Medical Emergency System in Kolkata that will help manage availability of emergency healthcare facilities and products. Goal is to monitor, manage and make publicly known the availability of beds in the Critical Care Unit (CCU) by specialty (NICU, CICU), as well as blood products in blood banks.

- **Why is this Innovative?**—Coordinates multiple systems (hospital data, blood bank bar codes, news media, SMS) into a single synchronized user-friendly system to deliver critical and life-saving information to the public.

Chelina Odbert – WATSAN Portal: a platform for improving water and sanitation in slums (Kenya)

WATSAN Portal is an online and phone-based platform that helps communities identify and link to municipal water infrastructure sites to formalize and upgrade water and sanitation projects. The WATSAN portal will offer details of the formal connections available, specific recommendations for a potential project site, and direct contact information to formalize and upgrade informal water infrastructure systems.

- **Why is this Innovative?**—Pairs official government water and sanitation data with data generated by slum dwellers using their cell phones to meet the needs of informal communities more effectively.

Pedro Markun/Transparencia Hacker – Open Legislative Data (Brazil)

Data platform that will allow Sao Paulo residents to get official/soon-to-be official information regarding their neighborhoods and topics of interest as it happens, empowering people to exert influence during key political moments. Platform will contain information on the complete legislative process related to more than 31,000 bills and local regulations that have passed through City Council since it was created and will also include petition widget-generator that people can customize

and use on their blogs or Facebook pages to raise public awareness about changes on bills and laws. Product will also contain a tool to contact Councilors, with the possibility of filtering their profiles by political party, geographical activity and voting patterns.

- **<u>Why is this Innovative?</u>**—Civic engagement program allows voters not only to be a part of the political process in real-time but also enables them to collectively draft proposed changes to pending legislation and proposed regulations.

FULL LIST OF FINALISTS

Below is a full list of the 15 finalists that were chosen from a pool of almost 2,000 applicants.

1. **Mobido Coulibaly – FarmQuest (Mali):**
   - FarmQuest is a reality radio program where six to eight young individuals compete to create "the best new farm."

2. **Joseph Macharia – Empowering the Youth with agricultural information through Radio and other ICTs. (Kenya):**
   - Radio and ICT-based youth empowerment strategy to promote informed decision-making on agricultural development.

3. **Fatima Oyiza Ademoh – Youth Agro Entrepreneurs (Nigeria):**
   - Youth Agro Entrepreneurs is an initiative to lure and keep youths in agricultural entrepreneurship.

4. **John Duxbury – Layering Raised Bed And Furrowing Technology (USA):**
   - Layering of technologies around use of raised bed and furrow irrigation to replace flood irrigation of flat fields to improve water and fertilizer use efficiencies, address labor shortages and provide agribusiness opportunities.

5. **Amos Winter – Resonating, Viscoelastic Drip Emitters For Low-Pressure, Low-Cost Drip Irrigation (USA):**
   - Product that will reduce the cost of 1-acre drip irrigation systems by 90%.

6. **Rita Bhattacharjee – Kolkata Medical Emergency System (India):**
   - Centralized medical emergency system for Kolkata to manage availability of Emergency Healthcare Facilities and products.

7. **Chelina Odbert – WATSAN Portal: a platform for improving water and sanitation in slums (Kenya):**
   - WATSAN Portal is an online and phone-based platform that helps communities identify and connect to municipal water infrastructure sites.

8. **Pedro Markun/Transparencia Hacker - Open Legislative Data (Brazil):**
   - Data program that allows the residents of Sao Paulo, Brazil get official or soon to be official information regarding their neighborhoods and topics of interests on time.

9. **Toni Maraviglia—MPrep: An Education Data Machine (Kenya):**
   - MPrep is an SMS quiz-based system of continuous assessment that captures nuanced data about student performance.

10. **Christelle Scharff—Price it! Become Smarter Consumers! (Senegal):**
    - To put into place a supply-chain process that will allow Senegalese consumers to get the latest price of products and services they use daily.

11. **Shamim Okolloh – "When I Grow Up" (Kenya)**

- "When I Grow Up" is a mass media campaign that will strategically integrate on-air and print media with on-the-ground mobilization and service delivery to encourage youth to become farmers .

12. **Mark Dodd—Village of Mine (The Sahel: Niger, Mali, Burkina Faso, Ethiopia)**
    - *This Village of Mine* is a documentary showcasing inspirational farming success stories from African innovators.

13. **Sikandar Meeranayak—Direct Bore-Well Recharge (India)**
    - Direct bore-well recharge is a technique used to revive dry-bore wells and save those on the verge of going dry, facilitating use of rain water for irrigation purposes.

14. **Parvin Sultana—Flood Hazard Research Centre (Bangladesh and South Asia)**
    - Help farmers grow crops such as sunflowers and maize that do not require a high volume of water.

15. **P. Soman – Growing Rice with Drip Irrigation Technology Replacing Conventional Flooding (India)**
    - Increase water availability for more irrigation cover by using water conserving irrigation technologies in the existing irrigated area.