

AASD Documentary Concept

1. Introduction

The AASD has been in existence since 2017 with a sole mandate to provide mentorship and training to clients and non-clients with the objective of transferring skills and knowledge as well as inspiring positive attitudes in farmers towards agribusiness to improve productivity and promote business relationships. Ultimately, the AASD's objective is to transform agricultural ventures into viable business enterprises.

Now that it has been five years, there is a need to document the impact of mentorship and training interventions through practical success stories. To achieve this, a documentary of AASD services including successes with mentorship and training will be undertaken. Moreover, there will be a monitoring and evaluation impact documentation mission that will capture the successes of AASD interventions. Testimonials from beneficiaries will be captured in video, article and presentation formats and published in print media and on various social media platforms.

2. AASD Documentary

2.1 Interview with Agribank CEO

The documentary will commence with an interview with the CEO focusing on the overall strategic intent of Bank and AASD inclusive of the following points:

- (i) Strategic overview of the Bank mandate and Bank initiatives towards achieving inclusivity and developmental transformation amongst emerging farmers.
- (ii) Role of AASD in facilitating developmental transformation.
- (iii) Future vision of the Bank and AASD.

2.2 Interview with Executive Marketing & Customer Strategy

The documentary will include an interview with the Executive Marketing & Customer Strategy covering the following points:

- (i) Agribank as a brand, improvement in rankings etc.
- (ii) The role of AASD in marketing and promoting the brand.
- (iii) The role of AASD in stakeholder engagement and MoUs concluded.

2.3 Interview with AASD Manager

An interview with AASD Manager will encompass the following:

- (i) Achievements of AASD since inception.
- (ii) Medium and long term plans of AASD.
- (iii) Future stakeholder collaboration.

2.4 Interview with AASD Mentors

Interviews with two AASD Mentors (Khomas, and Otjozondjupa) will include the following:

- (i) Achievements of AASD in the region.
- (ii) Mentorship and training modalities.
- (iii) Regional stakeholder collaboration.
- (iv) Highlights on journey with mentees.
- (v) Challenges of mentorship.

2.5 Interview with GIZ F4R

- (i) Achievements of collaboration between GIZ and Agribank
- (ii) Future collaboration between Agribank and GIZ

2.6 Interview with N-BIG

- (i) Achievements of collaboration between N-BIG and Agribank
- (ii) Future collaboration between Agribank and N-BIG

2.7 Interview with MAWLR

- (i) Achievements of collaboration between MAWLR and Agribank.
- (ii) Future collaboration between Agribank and MAWLR.

2.8 Success Story Documentation - Mentees

The documentary will include video footage of progressive mentees to showcase mentee implementation of livestock practices learnt from mentorship, as well as production, diversification, infrastructure and record keeping achievements. Video footage of mentee testimonials on their experience following AASD mentorship will also be documented. Mentees will be asked to narrate their experience based on the following:

A. Situation Before

- (i) When did you start farming?
- (ii) What motivated you to apply for an Agribank loan?
- (iii) How did you make a living prior to the enterprise?

B. Loan and Mentorship Intervention

- (i) What did you procure with the loan?
- (ii) How would you describe the mentorship journey thus far?
- (iii) Would you also say that mentorship has helped you to improve your farm management skills and practices at your farm? (e.g., feeding, vaccination, disease management, parasite control etc.)

C. Impact & Challenges

Farm Productivity

- (i) How has your production changed after receiving the loan (before and after receiving the loan)?
- (ii) How has the mentorship service influenced your production (before and after mentorship)?
- (iii) What challenges are you facing in terms of farm production?

Marketing and Farm Income

- (i) Where do you market your livestock and why did you opt for that specific market?
- (ii) Do you only produce for the market or for family consumption?
- (iii) Would you say that there is a difference in income generation before and after mentorship?

Record Keeping

- (i) Do you keep records of your farm production (herd size, feeding, health, losses, consumption etc.)?
- (ii) Do you keep records of the livestock marketed?
- (iii) Do you keep records of your farm enterprise finances (income, expenditure)?
- (iv) Do you keep records of livestock consumed by your household?

Employment

- (i) How many workers did you employ before receiving the Agribank loan and how many do you currently employ? How many are casual workers? How many are permanent workers?

General Views (Captured on Video)

- (i) How would you say the Agribank loan has helped you in your farming journey?
- (ii) Furthermore, do you foresee any risks for your farming enterprise?
- (iii) How has Agribank mentorship helped you in your farming journey?
- (iv) What do you wish to achieve in the years to come?
- (v) Lastly, in terms of the loan facility and mentorship, what message would you like to share with the public regarding Agribank services?

2.9 Success Story Documentation – Training Beneficiaries

The documentary will include video footage of progressive training beneficiaries to showcase the implementation of practices learnt from training sessions, as well as production, diversification, infrastructure and record keeping achievements. Video footage of training beneficiary testimonials on their experience following AASD mentorship will also be documented. Training beneficiaries will be asked to narrate their experience based on the following:

A. Situation Before

- (i) When did you start your enterprise?
- (ii) What motivated you to start this enterprise?
- (iii) What challenges have you faced in your enterprise?

B. Advisory Services Training intervention

- (i) When did you receive training from AASD?
- (ii) What knowledge did you gain from the training?
- (iii) Have you received training from other service providers as well?

C. Training Intervention Impact

- (i) What impact has AASD training had on your enterprise operations?
- (ii) Where do you market your produce/ animals?
- (iii) Would you say there is a difference in the revenue you generate from your enterprise following the training?
- (iv) Lastly, what message would you like to share with the public regarding Agribank Advisory services?

3. AASD Documentary Activity Schedule

Date	Time	Location	Activity
29/08/2022	08:00 - 08:45	Agribank Windhoek, 9 th floor CEOs office	Interview set up
	08:45 - 09:30		Interview with Agribank CEO: Strategic overview of the role of AASD and future vision within the Bank
	09:30 – 10:15	Agribank Windhoek, 10 th floor/ Managers office	Interview set up
	10:15 – 11:00		Interview with Executive Marketing & Customer Strategy: Role of AASD in Marketing
	11:30 – 12:00		Interview with AASD Manager: Achievements of AASD since inception
	14:00 – 14:45	GIZ Offices	Interview set up
14:45 – 15:15	Interview with GIZ F4R (Tino Hess)		
30/08/2022			
30/08/2022	08:00 - 08:45	N-BIG Offices	Interview set up
	08:45 - 09:30		Interview with N-BIG (Progress Kashandula)
	09:30 – 10:00	MAWLR Offices	Interview set up
	10:00 – 10:45		Interview with MAWLR (ED: Ndiyakupi Nghituwamata)
31/08/2022			
31/08/2022	09:30 – 10:00	Milka Mungunda Farm	Interview with Khomas Region Mentor: Rudolph Katjivikua -Highlights of Khomas training and mentorship interventions
31/08/2022	10:00 – 12:30		Success story interview and documentation of farm achievements: -Farm Infrastructure -Farm enterprises -Production Achievements -Record keeping
31/08/2022	<i>Travel to mentee farm (Gamatham) 13:00 – 14:00</i>		
31/08/2022	14:30 – 16:30	Salomon Gamatham Farm	Success story interview and documentation of farm achievements: -Farm Infrastructure -Farm enterprises -Production Achievements -Record keeping
31/08/2022	<i>Overnight in Windhoek</i>		
01/09/2022	<i>Travel to Otjozondjupa (Otavi) 08:00 – 12:00</i>		
01/09/2022	12:00 – 13:00		Travel to mentee farm
01/09/2022	13:00 – 13:30	Edwin Mweti Farm	Set up at mentee farm Edwin Mweti
	14:00 – 14:30		Interview with Otjozondjupa Region Mentor: Wolfie von Weilligh
	14:30 – 16:00		Success story interview and documentation of farm achievements: -Farm Infrastructure -Farm enterprises -Production Achievements -Record keeping
02/09/2022	<i>Travel to Training Beneficiary Farm 08:00 – 09:00</i>		
02/09/2022	09:00 – 10:00	Training Beneficiary Farm Ms. Mbetjiha (Coblenz)	Travel to training beneficiary farm
02/09/2022	10:00 – 10:30		Set up at training beneficiary farm
02/09/2022	10:30 – 12:00		Success Story interview with training beneficiary (Fodder Production)
02/09/2022	<i>Travel to mentee farm 12:00 – 13:00</i>		
02/09/2022	13:30 – 14:00	Uaapi Utjavari Farm	Set up at mentee farm Uaapi Utjavari
	14:00 – 16:00		Success story interview and documentation of farm achievements: -Farm Infrastructure -Farm enterprises -Production Achievements -Record keeping
03/09/2022	<i>Travel to Women & Youth Group 08:00 – 09:00</i>		
03/09/2022	09:00 – 09:30	Ovitatu Women & Youth group (Small Stock and poultry)	Set up at training beneficiary farm
03/09/2022	09:30 – 11:30		Success Story interview with training beneficiary Ovitatu group (Small Stock and poultry)
03/09/2022	11:30 – 14:30		Capture practical session in Otjozondjupa
03/09/2022	<i>Travel back to Windhoek</i>		