

GRET

Professionals for  
Fair Development



វិទ្យាស្ថានស្រាវជ្រាវ និង  
អភិវឌ្ឍន៍ជនបទកម្ពុជា  
**GIRD**



# Farmers Video Training

*Siem Reap, Cambodia March, 21<sup>st</sup> 2017*

Trainer : Mr. Germain Priour, Independent Film Maker

Funded by :



**Coopération**  
INTERNATIONALE  
hauts-de-seine

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# 1- Video Training Objectives

- Promoting farmers, their work and enhancing farmer to farmer knowledge exchange
- Dissemination of agroecological and sustainable practices at a wider level
- Making videos by relying on farmers' asset, smart phone

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# 2- Video Training Participants

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- 6 farmers own smart phone and Facebook
- 2 Staffs GRET and CIRD
- 1 Day of Training preparation
- 5 Days of Training
- 1 Day of Debriefing
- 3 Days of promoting the films and screening
- Tripods, memory cards and microphones for phones



# 3- Filming Training

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## ➤ Understanding the process of video making:

- Elaboration of a script with each steps of technique and the questions to ask during the interview.
- Interview of the farmer explaining his/her practices (Ex: solid compost making) and illustrate with shots showing every step of the technique.



# 3- Filming Training con't

## ➤ Training on shooting techniques:

- Tripod maneuvers, framing (Wide shot for establishing the action, close shot for a better comprehension)
- Use of microphones for interview (with windshield and check before and after the shooting if the sound has been recorded properly)



# 4- Editing and broadcasting training

## ➤ Understanding the process of Editing:

- 1) Start by editing the interview, Select the best clips and adjust the length
- 2) Import the best clips that illustrate the technique
- 3) Add text and transitions, if needed add a voice over
- 4) Exporting for Facebook or in a mp4 movie to share with other farmers via smart phones wireless connections (Bluetooth or wifi)

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# 5- Screening and Upload on Facebook

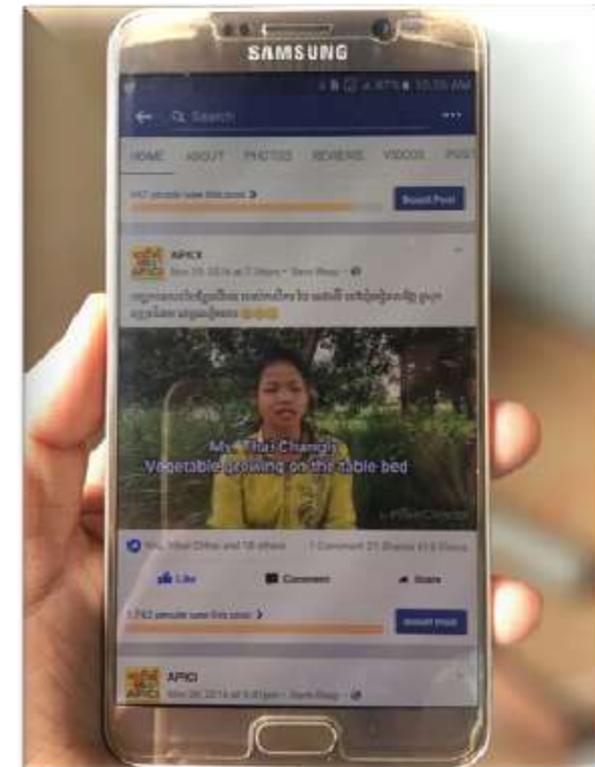
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## ➤ Key results

- 13 movies online, 1,200 views, 40 Shares on Facebook (Farmers account and APICI page)
- 3 video screening show at commune level.

## ➤ Farmers' interest on video

- Promoting agricultural products in communities
- Disseminating experiences of agricultural practices
- Awareness on reducing chemical inputs and its' impacts
- Enhancing farmer to farmer knowledges exchange
- Promoting saving group in the village
- Easy to share farmers' knowledge on agriculture broadly
- Easy to documenting and keeping the videos



# 6- Farmers' feedbacks on recorded videos

## Good points

- Easy to learn and adopt techniques
- Clear content and explanation
- Understandable for illiterates
- Accessible online (Facebook)
- More interesting than reading
- Containing both activities and explanation-easy to understand for farmers

## To be improved

- Video length should be less than 5 mns
- Be more stable
- Explanation and activities should be matched
- No too much animation
- Have a specific title
- Should have introduction and conclusion
- Add reasons of doing the techniques

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# 7- Challenges and Plan in the Future

## ➤ Challenges

- ✓ **Technical** : smartphones old-fashioned, some programme don't support (editing application possibilities )
- ✓ **Language** : editing application in English
- ✓ Internet is slow in the villages



## ➤ Plan in the Future

- ✓ Editing Manual in English-Khmer in progress
- ✓ Editing application possibilities to improved by update to pro version (6 USD for one license)
- ✓ Additional farmer training, need capacity building on communication skills



*Thank you for your attention*

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