

### Deliverable 3: Posting Articles, Guidelines

Category	Number of Articles	Content View	Reaction	Video View
Announcements (Call Center)	1	7,329	117	-
Articles	7	83,763	4,280	-
Crop Price	61	10,469	801	-
Fish (Technical Guideline)	24	121,127	6,073	-
News	6	27,484	1,714	-
Nutrition	11	62,260	2,954	-
Quiz	36	32,807	4,971	-
<b>Total</b>	<b>146</b>	<b>345,239</b>	<b>20,910</b>	<b>-</b>

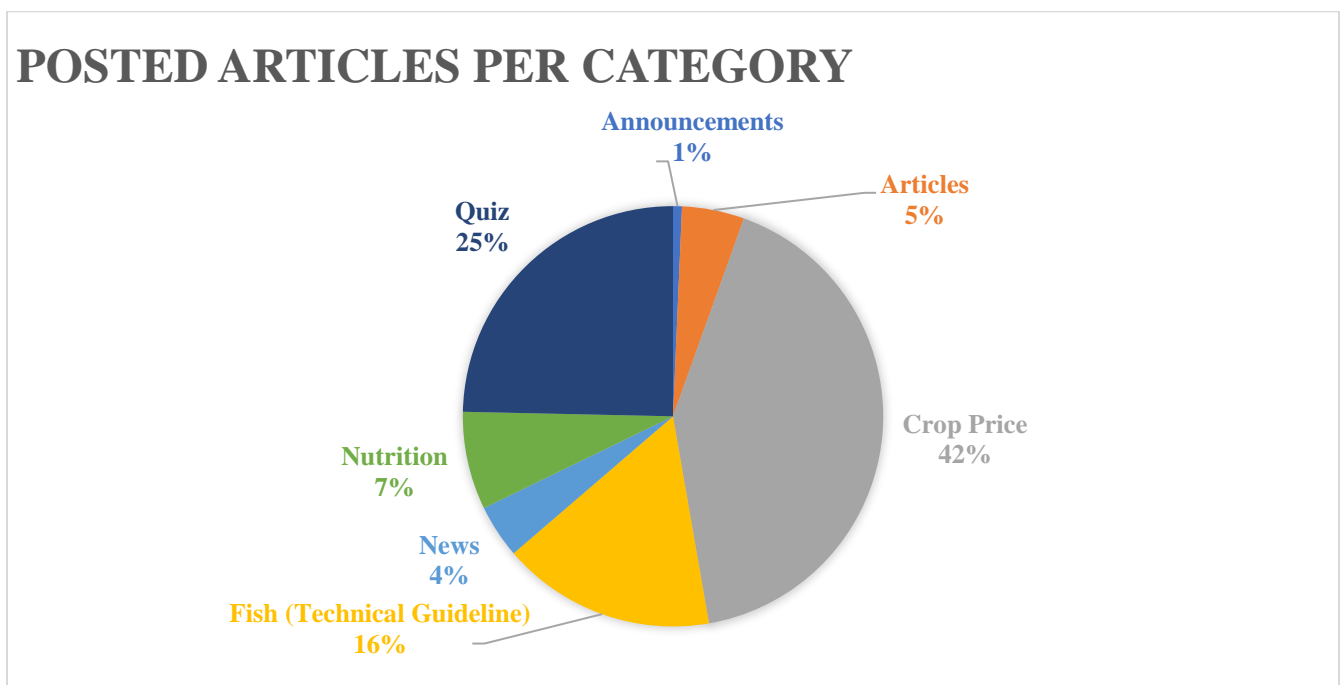


Fig.1. Percentage of posted articles or contents from Oct 2020 to Dec 2020

## VIEWED CONTENT PER CATEGORY

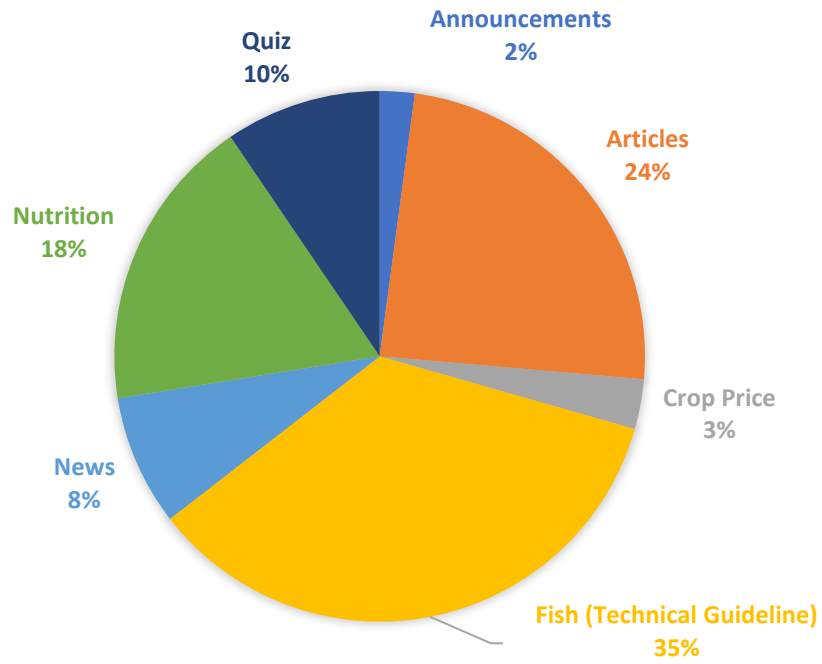


Figure.2. Percentage of who view posted articles or contents from Oct 2020 to Dec 2020

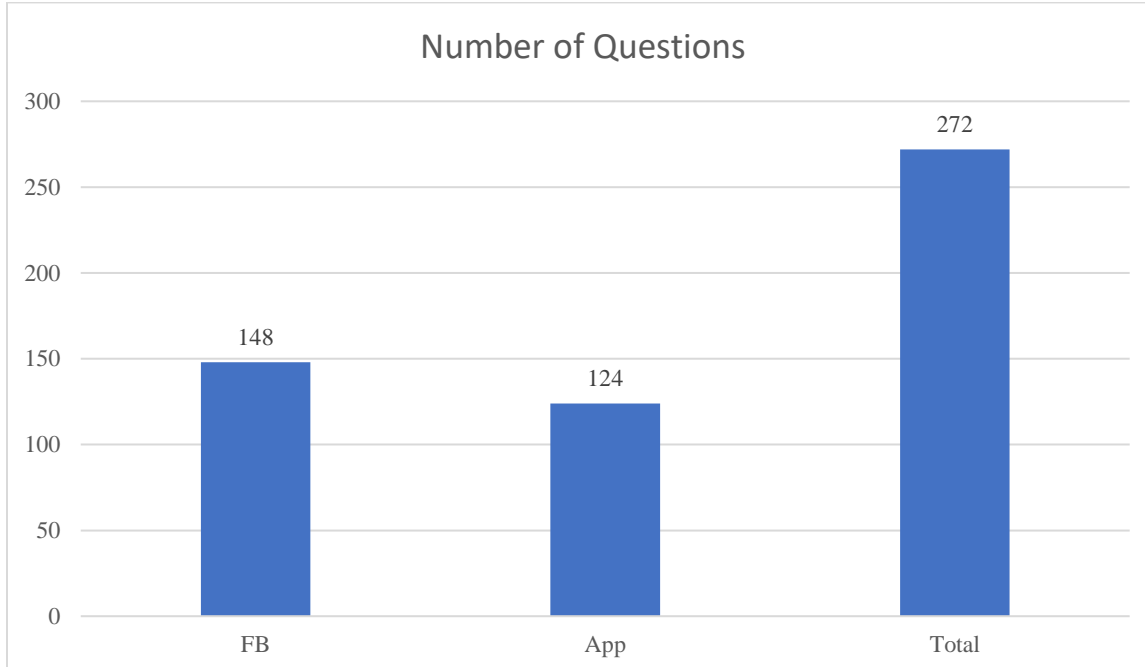


Figure.3. Total Number of Questions from Oct 2020 to Dec 2020.

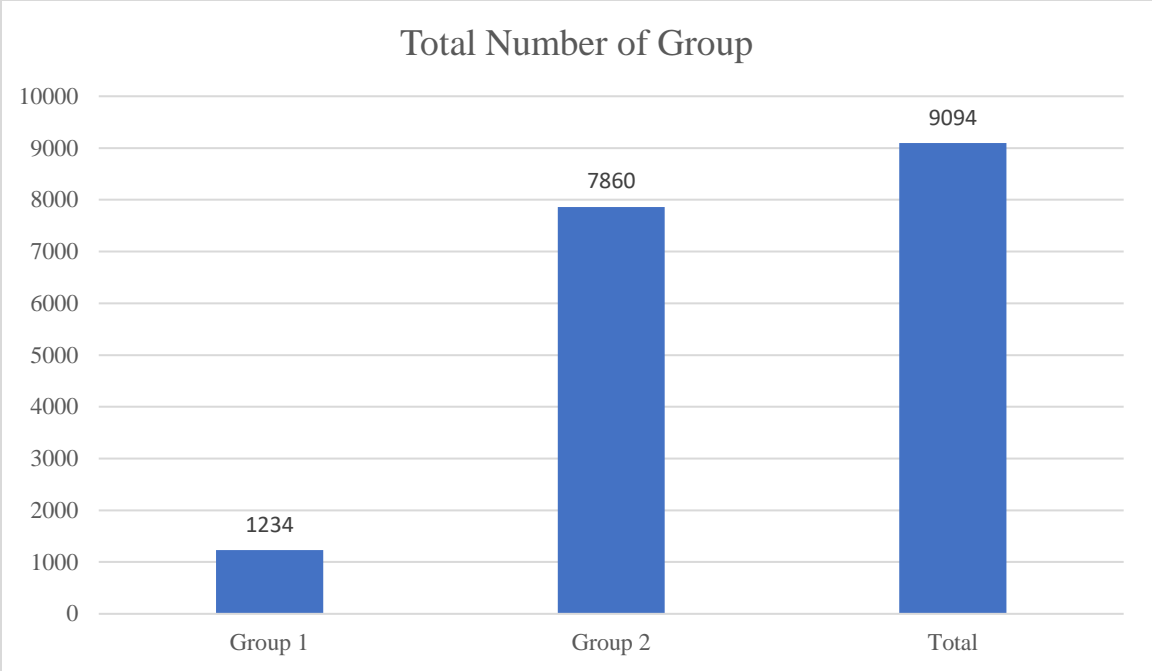


Figure.4. Total Number of farmers in group from Oct 2020 to Dec 2020. (5 members registered using WF1 code. They are Sai Noot (095250718), U Moe(09969666333),U Aung(09969333322), Ah Myang (09897569799), U Myat Min Soe(09428354349)

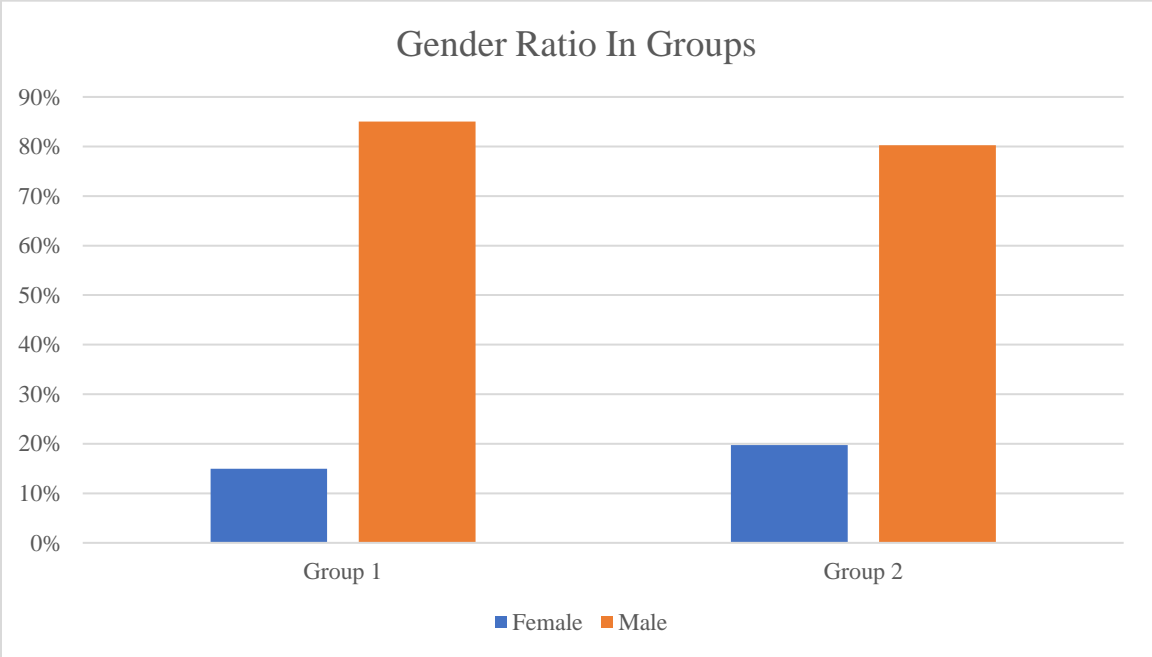


Figure.5. Gender ration in group from Oct 2020 to Dec 2020.

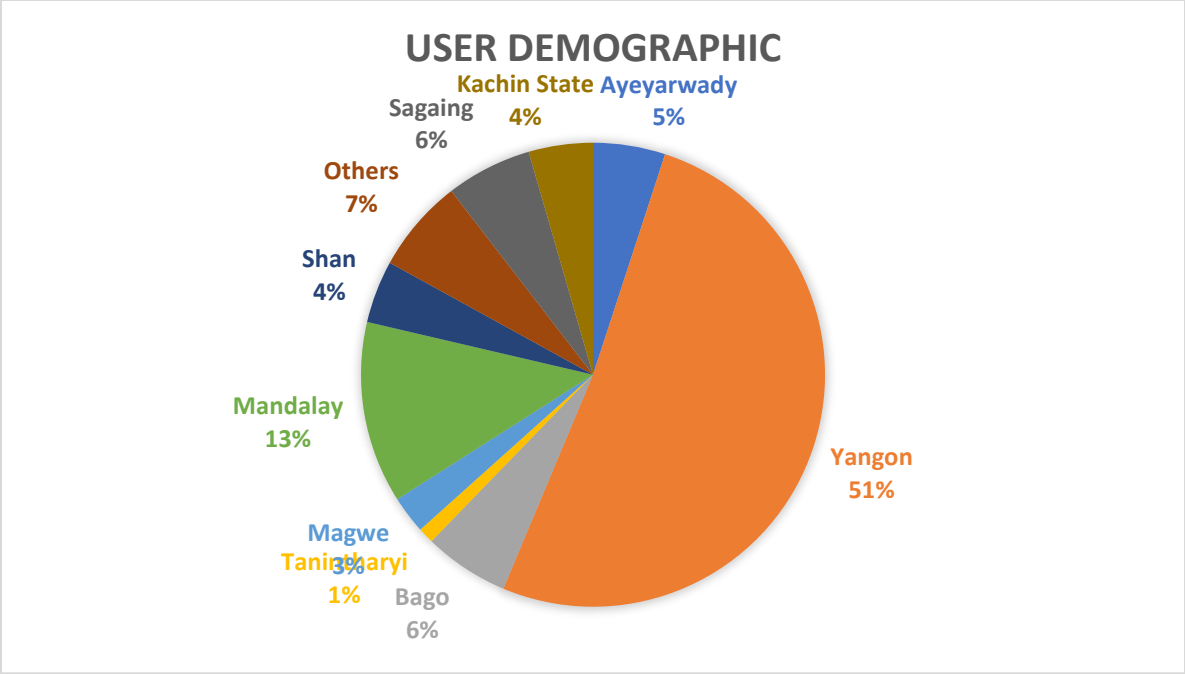


Figure.6. Location Percentage in Registered users in DC.

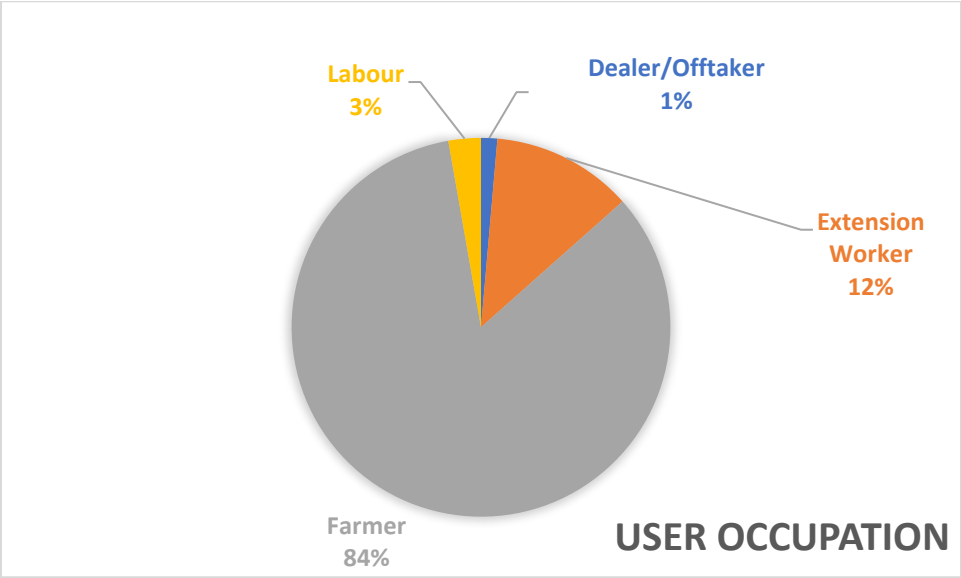


Figure.7. User occupation in Registered users in DC.

**Deliverable 2: Training to Worldfish and implementing staff**

Date	Trainers	Target	Number Staff

**Deliverable 5. Call Center**

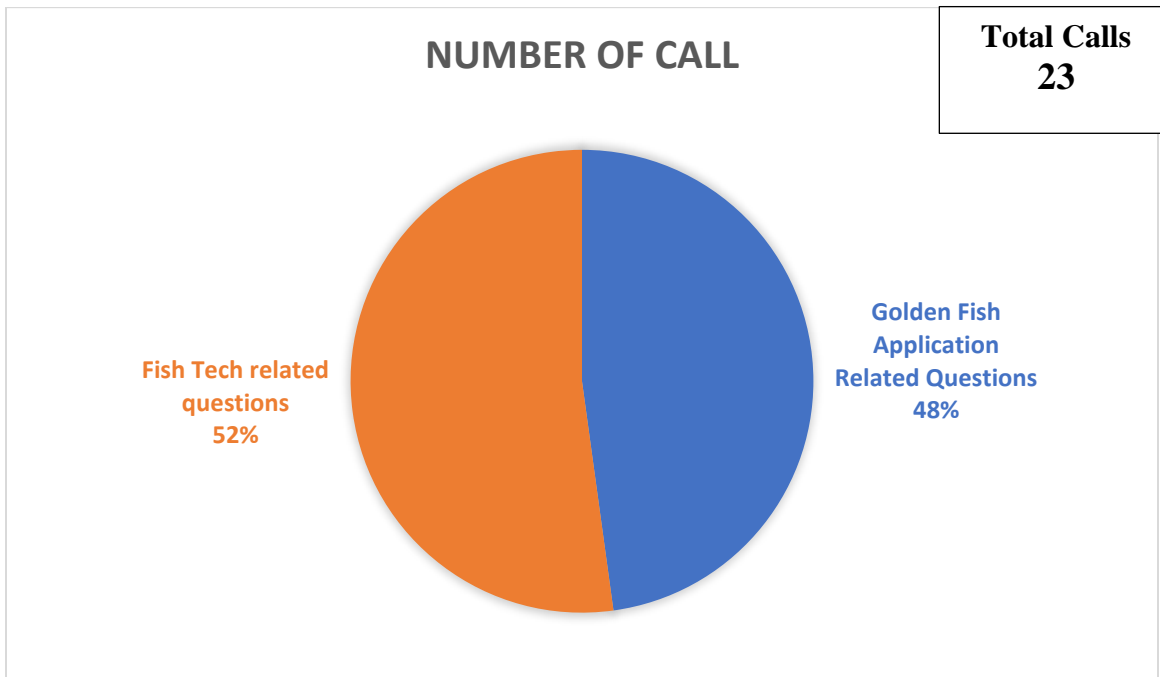


Figure.8. Total Number of calls was 17 as of 31st Dec 2020.

## Quarterly Report: From January to March 31

Category	Number of Articles	Content View	Reaction	Video View
Announcement	1	5,708	137	-
Articles	3	13,396	711	-
Crop Price	40	6,283	195	-
Fish (Technical Guideline)	30	127,060	7,933	-
News	5	21,237	718	-
Nutrition	7	25,727	907	-
Quiz	25	19,783	5,340	-
<b>Grand Total</b>	<b>111</b>	<b>219,194</b>	<b>15,941</b>	-

### Deliverable 3: Posting Articles, Guidelines

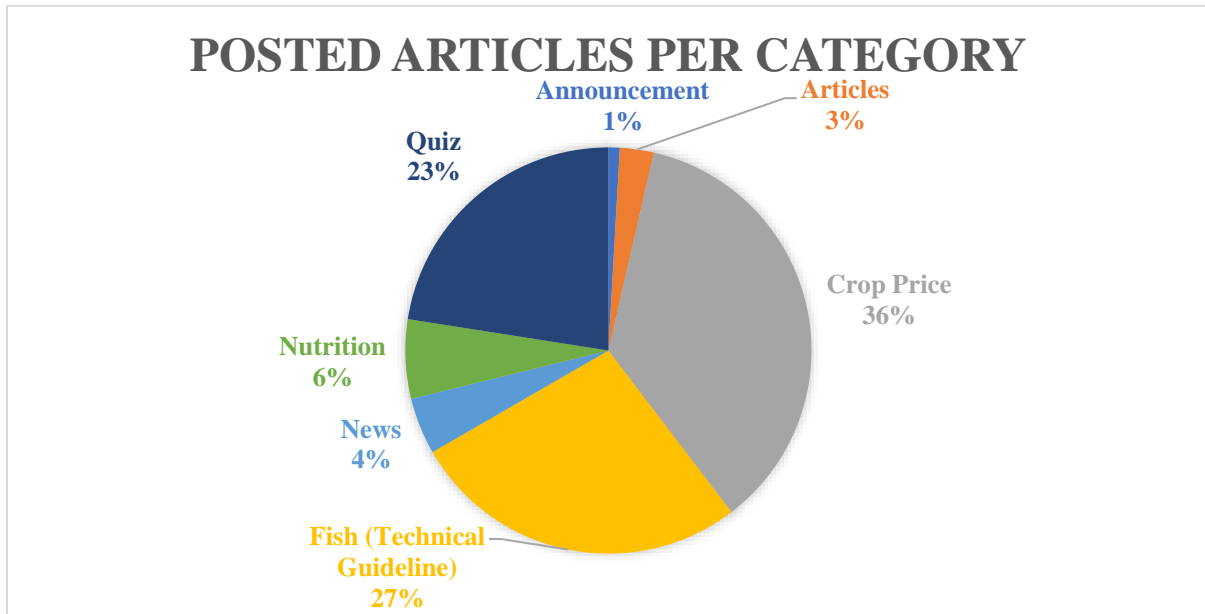


Fig.1. Percentage of posted articles or contents from Jan 2021 to Mar 2021

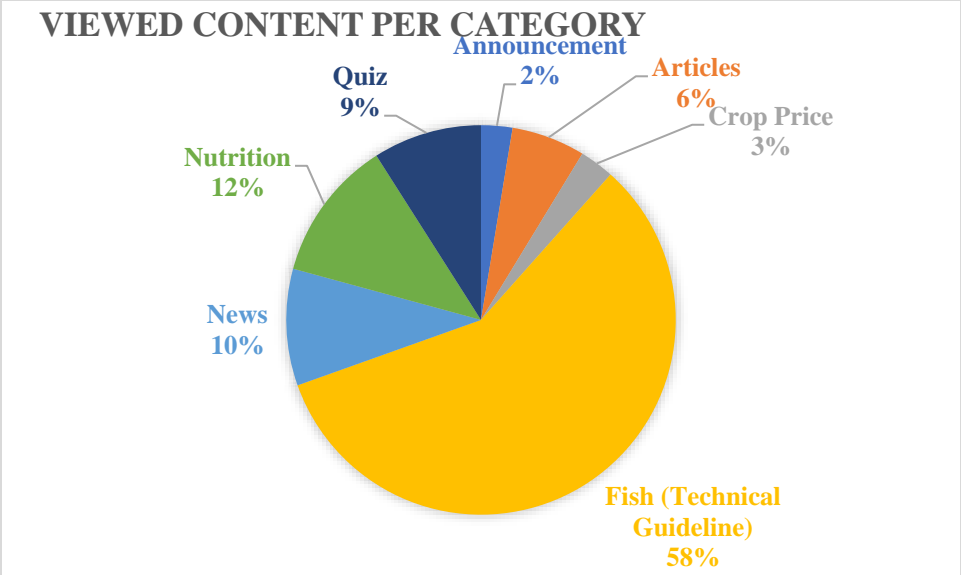


Figure.2. Percentage of who view posted articles or contents from Jan 2021 to Mar 2021

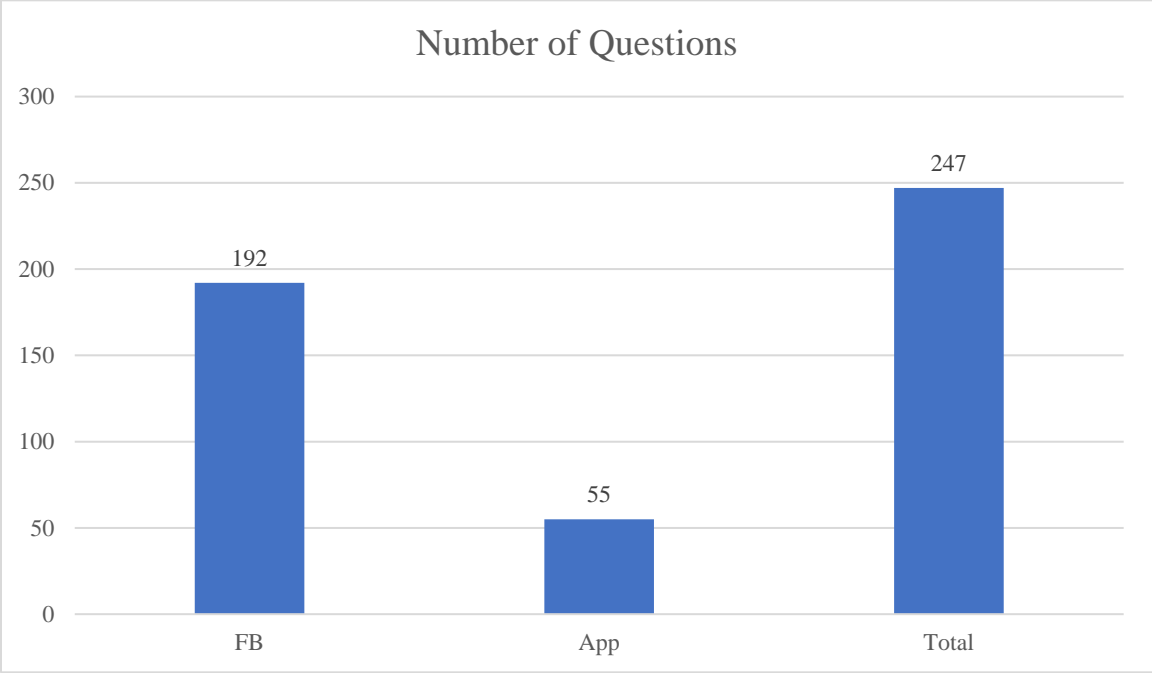


Figure.3. Total Number of Questions from Jan 2021 to Mar 2021.

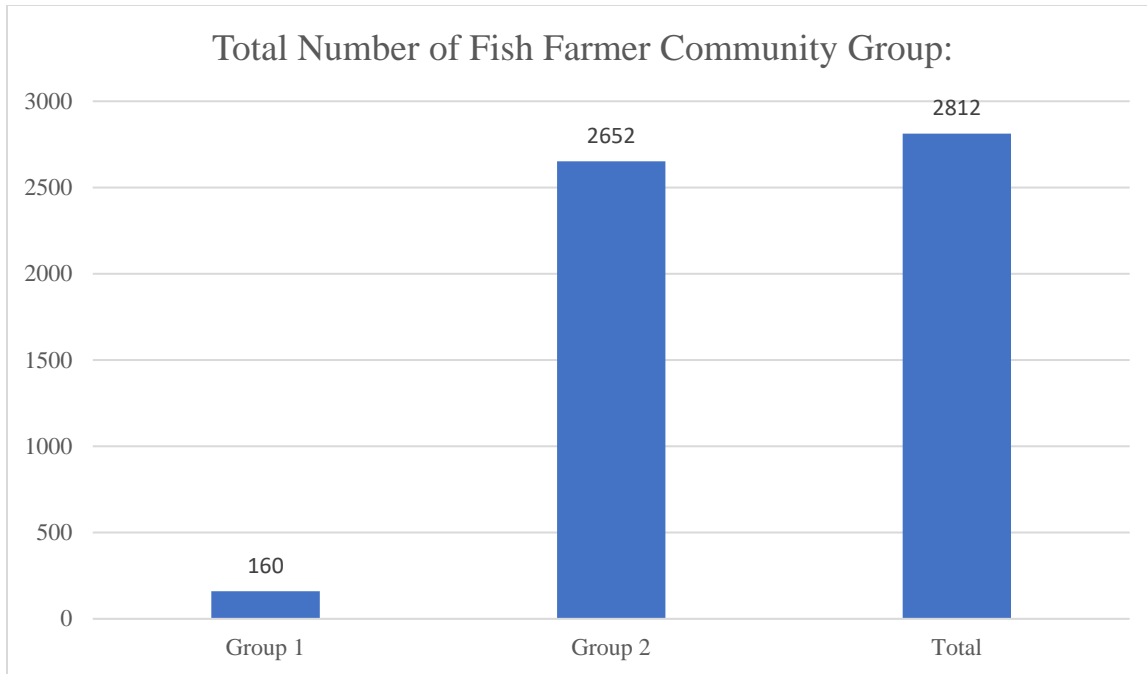


Figure.4. Total Number of farmers in group from Jan 2021 to Mar 2021. Group 1: from App Group 2: FB

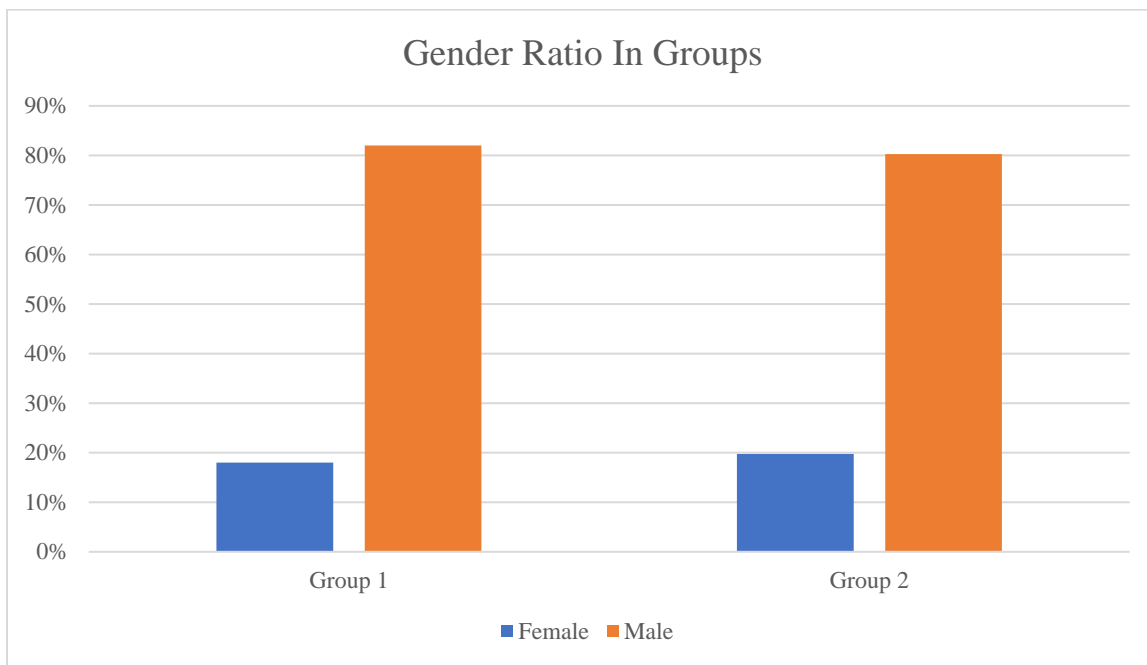


Figure.5. Gender ration in group from Jan 2021 to Mar 2021. Group 1: from App Group 2: FB



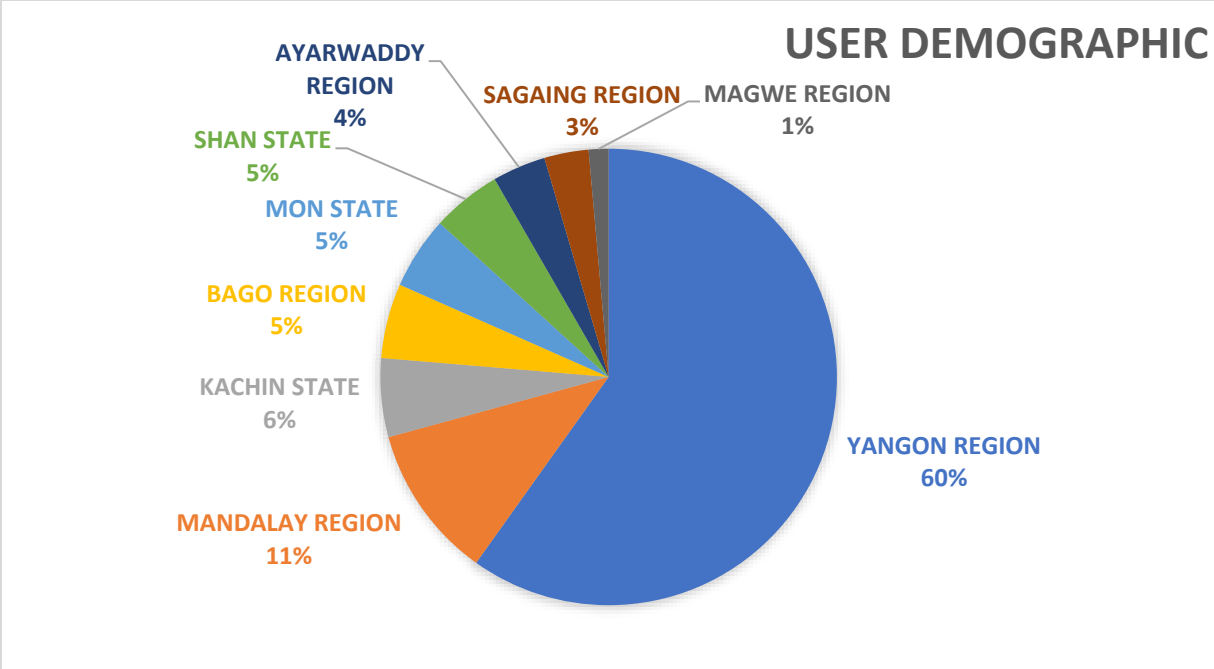


Figure.6. Location Percentage in Registered users in DC.

**Deliverable 5. Call Center**

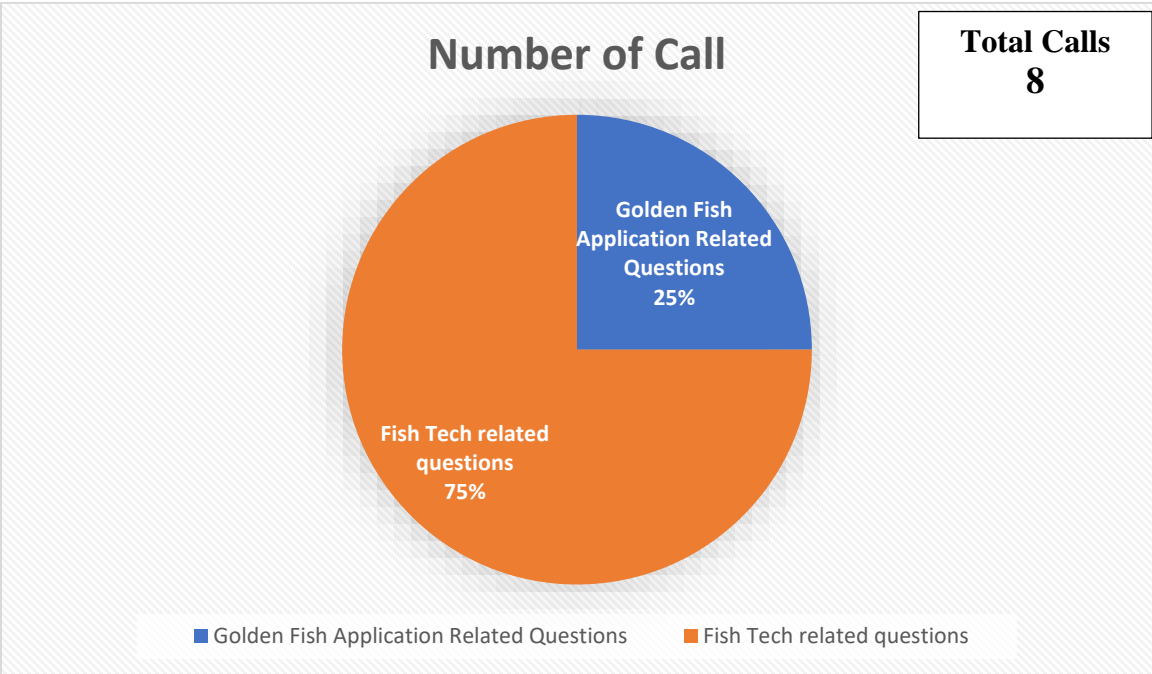


Figure.8. Total Number of calls was 8 as of 31st Mar 2021.

### Summary of Fish Farmer Digital Project from July 2020 to March 2021

#### Summary of Posting Articles, Guidelines

Category	Q1				Q2				Q3				Overall			
	No. Article	Content View	Reaction	Video View	No. Article	Content View	Reaction	Video View	No. Article	Content View	Reaction	Video View	No. Article	Content View	Reaction	Video View
WF Project activities announcement	5	33,372	3,487	248,962	-	-	-	-	-	-	-	-	5	33,372	3,487	248,962
Fish Farming Service announcement	4	41,977	26,005	123,505	1	7,329	117	-	1	5,708	137	-	6	55,014	26,259	123,505
Fish Daily Price	38	80	394	-	61	10,469	801	-	40	6,283	195	-	139	16,832	1,390	-
Fish related news	5	32,454	1,615	-	6	27,484	1,714	-	5	21,237	718	-	16	81,175	4,047	-
Fish Technical Guideline	10	97,111	7,595	-	24	121,127	6,073	-	30	127,060	7,933	-	64	345,298	21,601	-
Nutrition	2	143,048	1,759	-	11	62,260	2,954	-	7	25,727	907	-	20	231,035	5,620	-
Quiz	2	8,384	545	-	36	32,807	4,971	-	25	19,783	5,340	-	63	60,974	10,856	-
Articles	-	-	-	-	7	83,763	4,280	-	3	13,396	711	-	10	97,159	4,991	-
<b>Grand Total</b>	<b>66</b>	<b>356,426</b>	<b>41,400</b>	<b>372,467</b>	<b>146</b>	<b>345,239</b>	<b>20910</b>	<b>-</b>	<b>111</b>	<b>219,194</b>	<b>15,941</b>	<b>-</b>	<b>323</b>	<b>920,859</b>	<b>78,251</b>	<b>372,467</b>

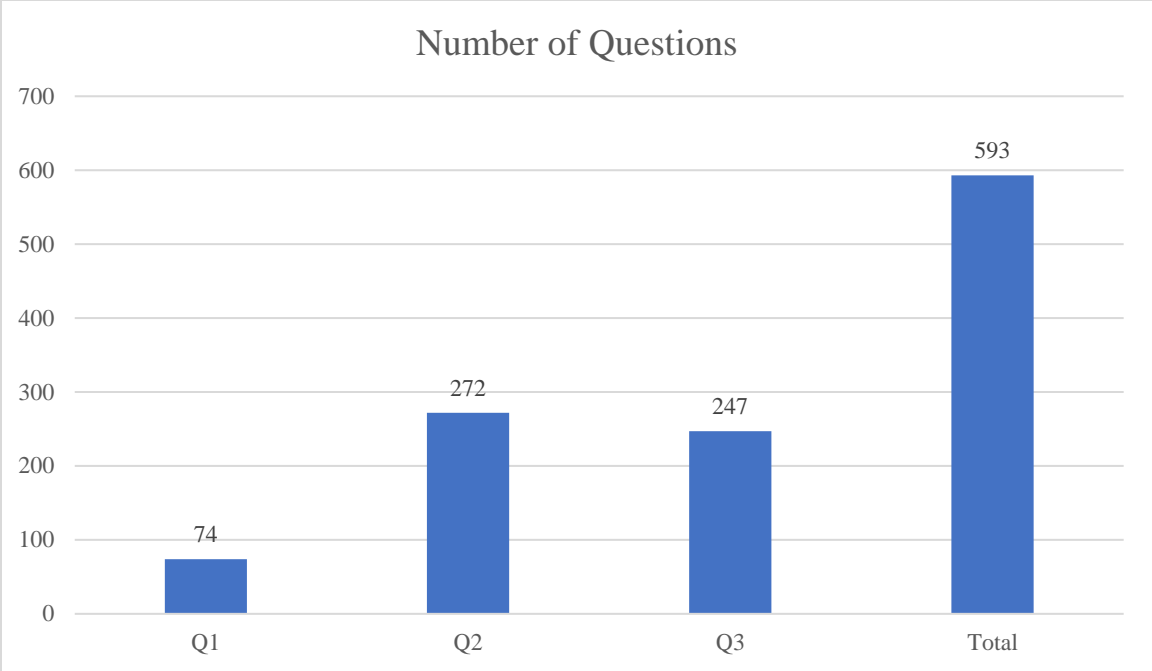


Figure.1. Total Number of Questions from Q1 to Q3.

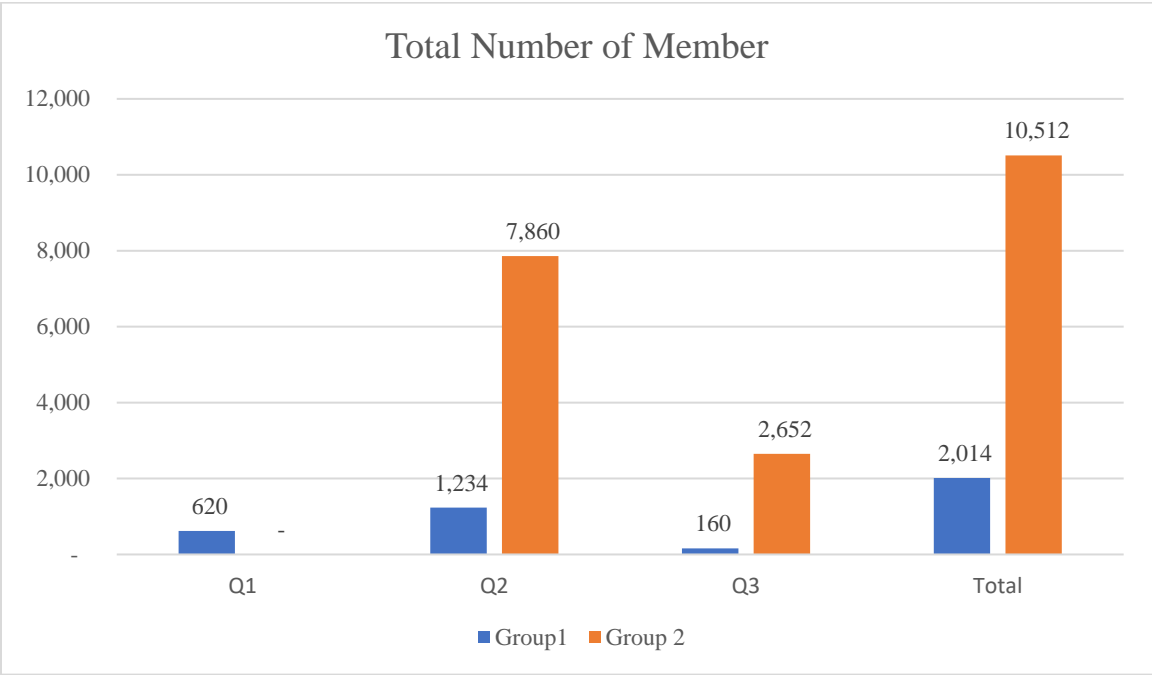


Figure.2. Total Number of farmers in group from Q1 to Q3. Group 1: from App Group 2: FB

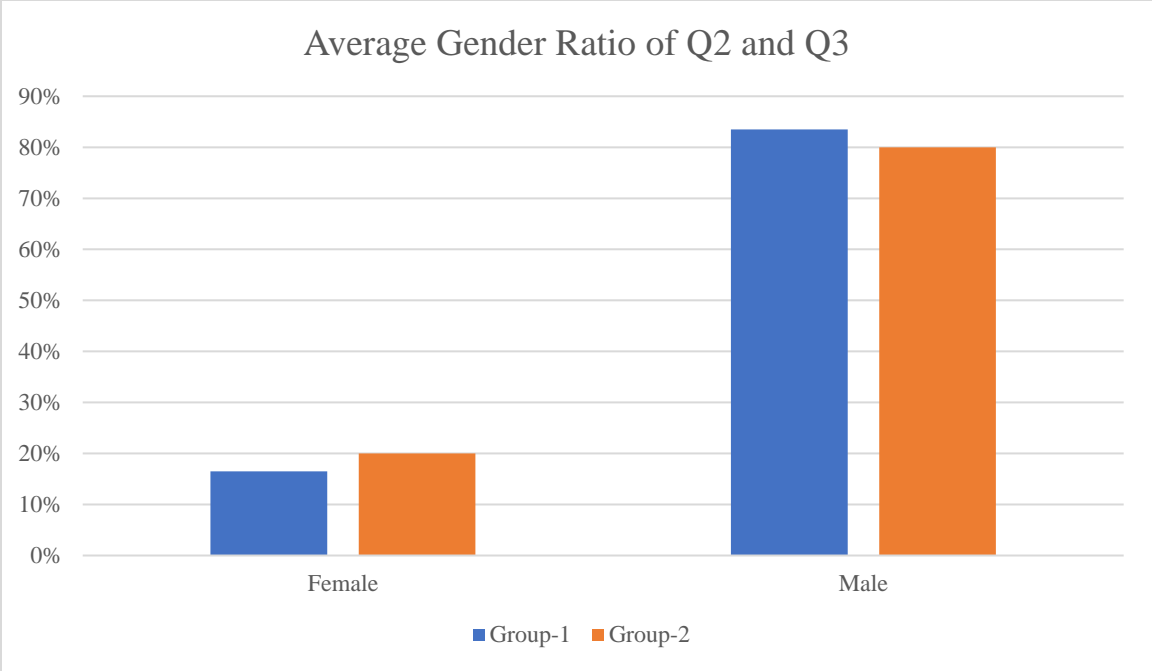


Figure.3. Gender ratio in group from Q2 to Q3.

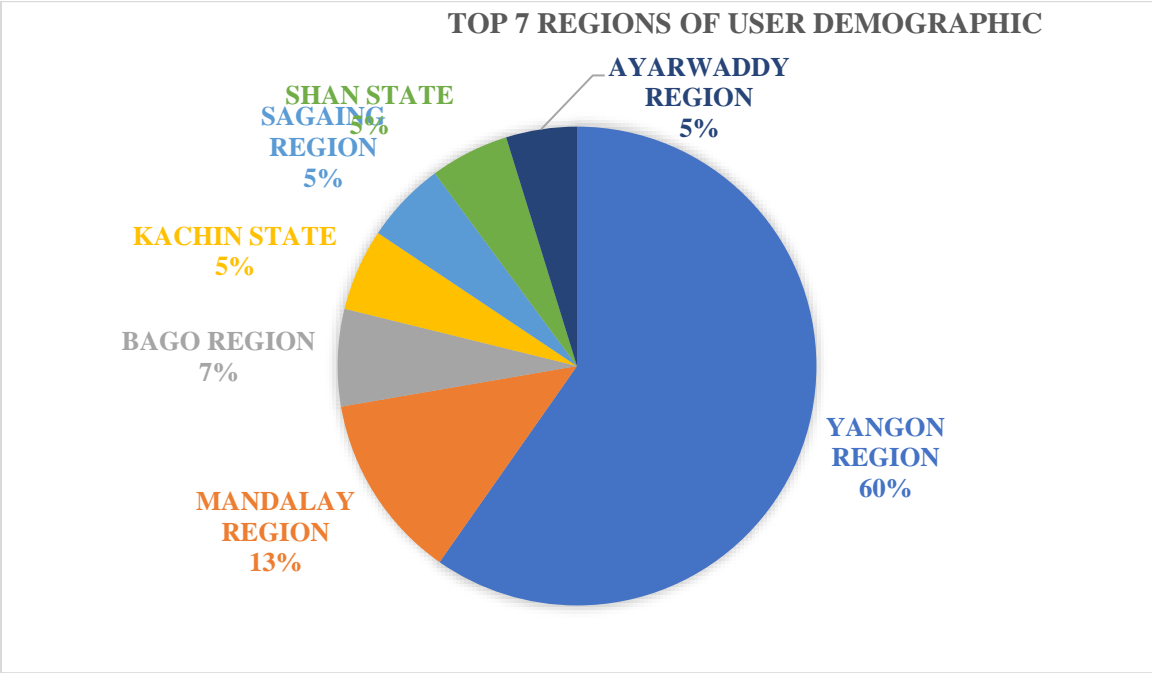


Figure.4. Top 7 Location Percentage in Registered users in DC.

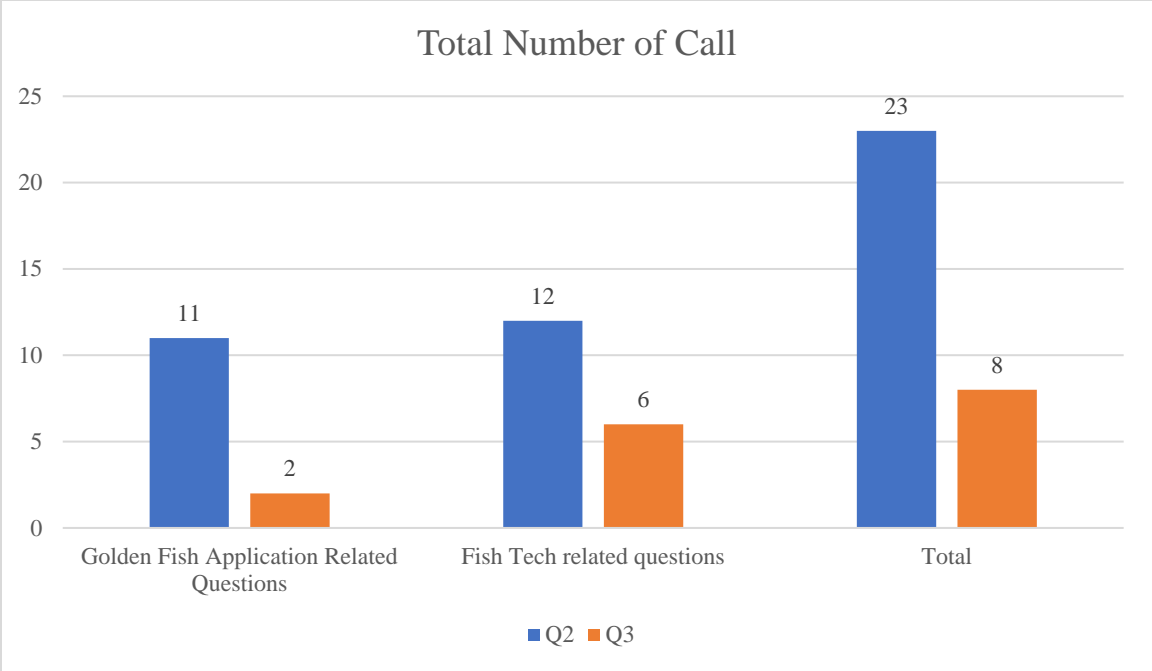


Figure.5. Total Number of calls was 31 from Q2 to Q3. Group 1: from App Group 2: FB