

Youth strengthening farming business with ICTs

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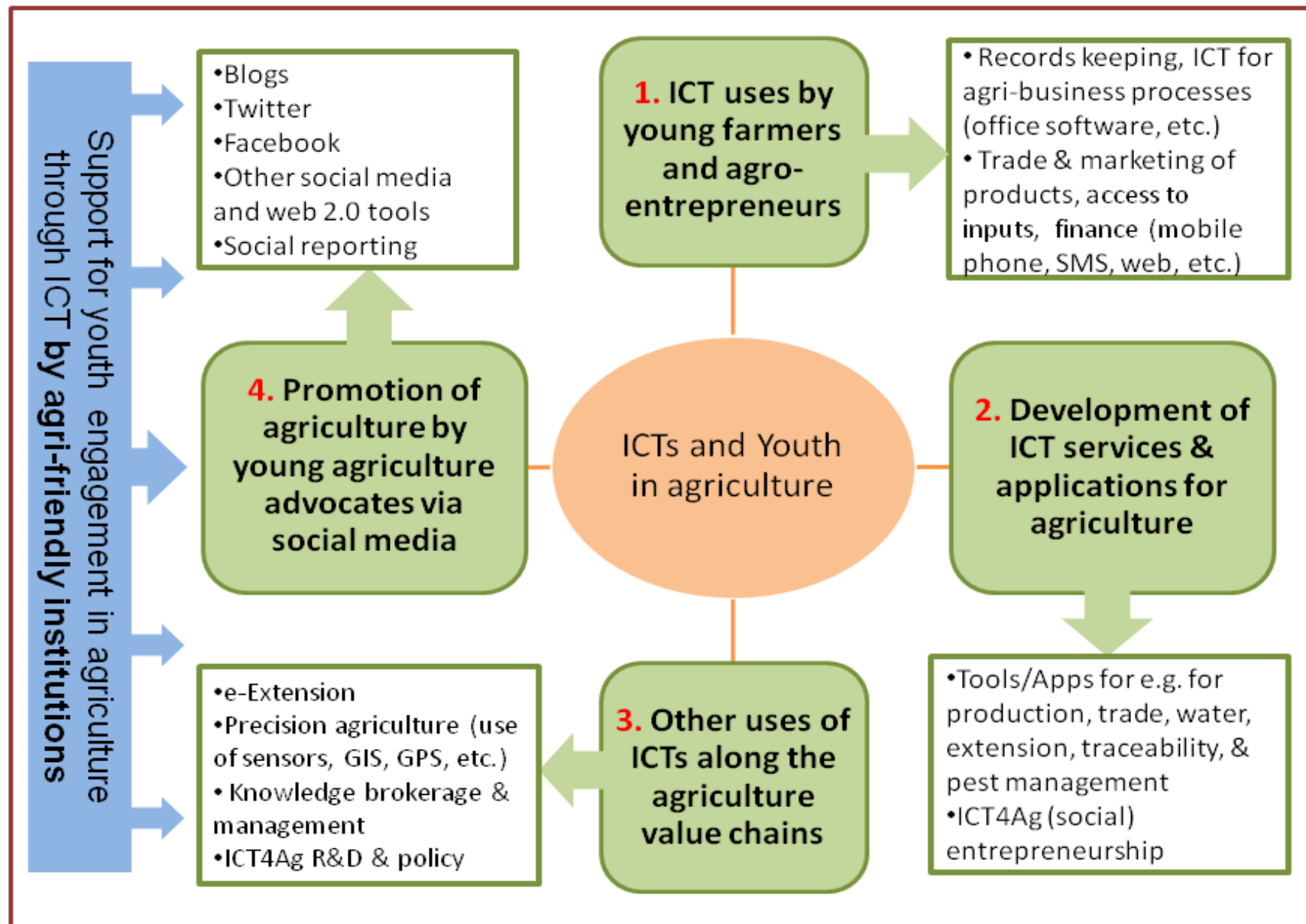


INNOVATE FOR AGRICULTURE

Young ICT entrepreneurs overcoming
challenges and transforming agriculture



Framework for engaging Youth in Agriculture through ICTs



Examples of youth led support services/ agri-apps



- Connecting farmers to markets in **Senegal**
- Market prices via mobile phone
- Partnership with Orange
- Cover 7 regions in Senegal;
- 55 markets; 47 products
- 50,000 farmers reached

(March 2016 data, source mLouma)



Poivron Vert

Notto Gouye Diama
500FCFA/
Stock : 1000 kg

Mise en Ligne : 2016-04-05
expire dans : 29 jours
Transport :

COMMANDER



Concombre

Notto Gouye Diama
275FCFA/
Stock : 500 kg

Mise en Ligne : 2016-04-05
expire dans : 29 jours
Transport :

COMMANDER



Oignon vert

Notto Gouye Diama
300FCFA/
Stock : 400 kg

Mise en Ligne : 2016-04-05
expire dans : 29 jours
Transport :

COMMANDER



Papaye

Ziguinchor
700FCFA/
Stock : 650 kg

Mise en Ligne : 2016-04-05
expire dans : 29 jours
Transport :

COMMANDER



Facilitating access to, & management of agricultural finance in **Uganda** / mob phones

- 430,000 farmers reached on **MOBIS**
- 86,000 subscribers on **Chap-Chap**
- 68 SACCOs
- Collaboration with bank
- \$500,000 Investment
- Franchise in Rwanda

*(March 2016 data
Source: Ensibuuko)*



The **MOBIS** prototype was developed in the framework of CTA's agriculture **Hackathon**, benefited from **incubation** by a CTA partner **Outbox Hub**, promotion, piloting opportunities, etc.

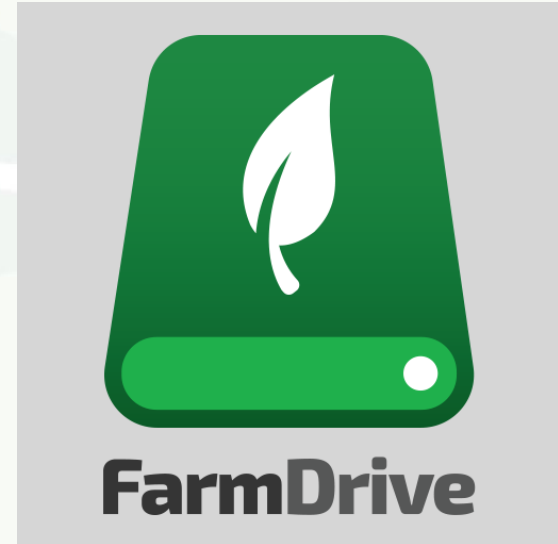
Others innovations led by Youth



Decision-making tool
Better future planning
Adaptation
South Africa



CropGuard
for Pest Management
Caribbean



Kenya



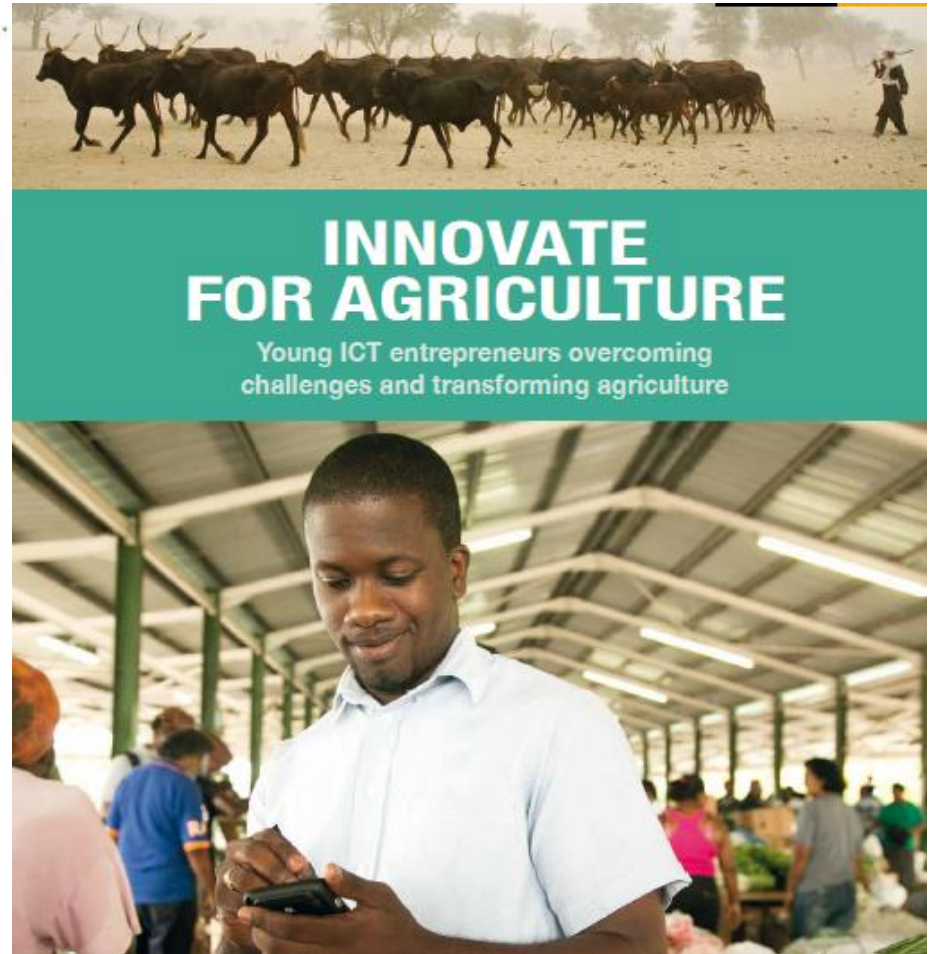
More innovations and how to
**support youth to help
advance agriculture**
in this new publication

Download a copy



<http://bit.ly/innovate-agriculture>

Produced in collaboration with
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Four key recommendations

1. **Strengthen ICT innovators' knowledge** of agricultural value chains; **they are ready to learn**
2. More **collaboration from agricultural stakeholders** (farmer organisations, research organisation, policy makers, agribusiness orgs, etc.) for development of innovation needed
3. **Linking youth farmers and young ICT innovators** to accelerate adoption
4. **Adoption of e-agriculture strategies** at national level, to streamline national approaches in ICT integration in agriculture



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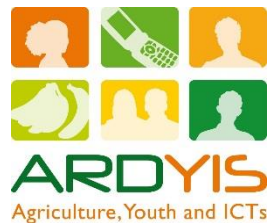


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