Youth strengthening farming business with ICTs

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Framework for engaging Youth in Agriculture through ICTs

1. ICT uses by young farmers and agro-entrepreneurs
   - Records keeping, ICT for agri-business processes (office software, etc.)
   - Trade & marketing of products, access to inputs, finance (mobile phone, SMS, web, etc.)

2. Development of ICT services & applications for agriculture
   - Tools/Apps for e.g. for production, trade, water, extension, traceability, & pest management
   - ICT4Ag (social) entrepreneurship

3. Other uses of ICTs along the agriculture value chains
   - e-Extension
   - Precision agriculture (use of sensors, GIS, GPS, etc.)
   - Knowledge brokerage & management
   - ICT4Ag R&D & policy

4. Promotion of agriculture by young agriculture advocates via social media
   - Blogs
   - Twitter
   - Facebook
   - Other social media and web 2.0 tools
   - Social reporting
• 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)
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

- **Temo Le Boso**
  - Farming with Climate
  - Decision-making tool
  - Better future planning
  - Adaptation
  - **South Africa**

- **CropGuard**
  - for Pest Management
  - **Caribbean**

- **FarmDrive**
  - **Kenya**
More innovations and how to support youth to help advance agriculture in this new publication.

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Produced in collaboration with Ashoka
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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