



ICT driven closed circuit model of empowering Agripreneurs

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Outline

- Advances in use of ICT in Agriculture
- The missing link
- Greenfarm International Closed circuit model
- Future perspectives

Advances made in ICT usage

Advances	Impact
ICT Training incorporated in learning as a crosscutting course	<ul style="list-style-type: none">• Students are exposed to ICT Need for establishment of incubators in universities
Training aids developed for practical courses such as grafting	<ul style="list-style-type: none">• Agribusiness Extension made easier, but training needs to be contextualized
Mobile applications for determining commodity prices such as MFARM and E-soko developed	<ul style="list-style-type: none">• Farmers have better understanding of the prices for their commodities
Transactions done through mobile phone	<ul style="list-style-type: none">• Transactions are documented hence record keeping is enhanced if well harnessed.
ICT applications can run on simple phones	<ul style="list-style-type: none">• Increased access to information by end users

The missing Link



Closed Circuit Model Intervention

- It is closed circuit (like CCTV) as the camera, Monitor and recorder communicate via a cable run on wireless internet
- Greenfarm subscribes to the mobile applications and uses internet to determine the best prices.
- This information is not transmitted to producers, but an extra step is taken to **develop** and **engage** the market.

Closed Circuit Model contd....

- Challenges relating to costing, cartels and quality are constantly addressed by dedicated staff by phone and internet.
- Contracts are signed for guaranteed market by Greenfarm producers factoring the cost elements for the challenges and internet costs.
- Producers get paid at Greenfarm and internet usage is factored in the cost of commodities.

Future Perspectives

- Harnessing markets for inputs and products within the Commonwealth region
- Incubation of start-ups and SME's by providing fully fledged ICT Workstations with internet paid from markets of products and services.
- Managing ICT costs indirectly by lowering production costs – such as Greenfarm animal feed manufacturing initiative
- Internship programmes for exposure of students on agribusiness.

“A Clever bird builds its nest using other birds feathers” (that are picked and not plucked!)