

Accelerating Access and use of Digital Financial Service by Smallholder Farmers

Sanda Ojiambo
Head of Corporate Responsibility



Economic Growth



- The success of Kenya's agricultural sector is essential to long term economic growth and prosperity of the Kenya
- The sector is the largest contributor to the Kenyan economy, accounting for 25% of GDP in 2013
- The sector forms 65% of Kenya's total exports – thus foreign exchange earner

- **The sector comprises of:**
 - Crop production (industrial & food crops)
 - Horticulture
 - Livestock
 - fisheries and forestry.
- Production of crops and horticulture contributes 76.5% of Agriculture GDP followed by livestock production at 4.9%.

Employment Creation



- Employment in agriculture, accounted for 60% of employment in 2012, the largest contributor to total employment, which further highlights its value to the economy's success

Food Security and Nutrition



- Building commercially viable and strong capacity in agricultural production and agro processing will enable Kenya to withstand global food shocks and achieve sustainable food security and nutrition



KENYA AGRICULTURE CHALLENGES AND OPPORTUNITIES

- It not performing at its optimal due to system leakages, inefficiencies, and lack of value addition opportunities.
- We feel that our solutions can address these gaps
- For country to become a middle income country there needs to be a quantum leap in agriculture.
- The Ministry of Agriculture has addressed this and sees aggregation and application of technology solutions as a key driver for growth and modernization of the sector

1

FARMER



Challenges and Opportunities

- Improving access to financial Services
- Provision of Agricultural Information
- Improving access to agriculture inputs
- Improving liquidity

2

SUPPLY CHAIN

WAREHOUSE/TRANSPORT/CO-OPERATIVES/BROKERS



Challenges and Opportunities

- Improving supply chain efficiency
- Reduce losses
- Offer information

3

MARKET

PROCESSORS/TRADERS



Challenges and Opportunities

- Enhancing access to Markets

1 Increase output

- Allow farmer access to information – weather information etc.
- Allow farmers to monitor and evaluate performance
- Improve access to financial services

2 Market access

- Enhancing link between farmers, traders and processors of agricultural produce
- Enhancing price discovery for farmers and traders using mobile;
- Improve supply chain; and
- Increase liquidity in the ecosystem through collateralization of farm produce

M-Agri focus areas and innovation opportunities

Mobile Payment Services

- Micro- insurance system
- Micro -lending platform

Provision of Agricultural information

- Mobile information platform
- Farmer helplines

Improving Supply Chain

- Smart logistics
- Traceability and Tracking system
- Mobile Supplier management
- Mobile distribution Management

Enhancing access to markets

- Mobile Trading Platform
- Mobile Tendering platform
- Mobile Bartering platform

REPUBLIC OF KENYA



Ministry Of Agriculture
Livestock and Fisheries

Safaricom



**MBOLEA DIGITAL
MAZAO POA**
TUMA SMS KWA
NAMBARI 22630 UPATE MBOLEA

Unaweza Kujisajili Kwa Kutumia Njia Hizi.

1. Juma SMS yenye ujumbe ulwatao kwa nambari 22630

2. SAJILI - JINA LAKO LA KWANZA, JINA LAKO LA PILI, AINA YA MMEA, WADI YAKO

3. Kwa kutambulea Afisa Wa Kilimo (Extension Officer) aliye karibu nawe

3. Waweza kutambulea Agro Dealer anayeshikili mradi huu na aliye karibu nawe

Lipia Mbolea yako kwa njia ya Mpesa katika kifuo cha shirika la Kitifa cha Nafaka na Mazao (NCPB)



" A Ministry of Agriculture, Livestock and Fisheries Initiative "

Safaricom

Seed Replanting Guarantee



iCow

Access to
Finance

Access to
Market

Insurance
service

Smart Logistics
(Machine to
Machine)

Information
Services

Trading
Platforms