

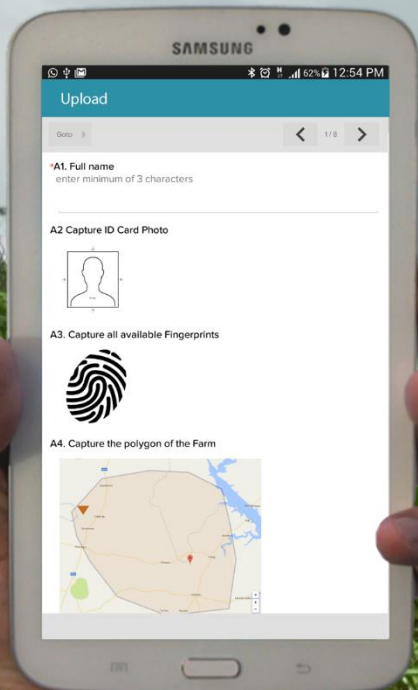


NORWEGIAN CHURCH AID
actalliance

esoko Insyrt

JamboMaisha.Life pilot

12th September 2019



an company

Introduction



Who we are:

esoko Esoko is a technology company that leverages its technical platform and field force for the collection of information, mostly using tablet devices and smartphones and connecting organizations with beneficiaries in hard to reach communities. Our solutions come as a complete **Android** and **Web** based data solution integrated with field deployment force.



Insyt : This has been essential in identifying, geo-mapping, registering and qualifying the vulnerable members of our communities for inclusion in different social protection programs.

We also leverage on our robust communication system to ensure that critical information reaches beneficiaries in hard to reach communities through mobile technologies such as **SMS** for feature phones or via our training and extension smartphone/tablet application (**Knowledge Plus**)

DFS

Digital Farmer Services

Through our innovative m-commerce product dubbed **DFS**, we provide smallholder farmers with access to discounted inputs, insurance and finance through our virtual marketplace, while driving business for input dealers, Insurance companies and financial service providers and creating a sustainability model for catalytic organizations such as NGOs working with the farmers.

We remain committed to improving income for rural communities by empowering them – and the businesses that serve them – through mobile technology

1. DFS: Digital Farmer Services — E-extension & M-learning to bridge Agricultural extension information gaps

Esoko tries to understand the needs of each farmer

What do farmers want to know?



How will I get the information?

Who will answer my questions?

Will it **RAIN** tomorrow?

Which crops are **SUITABLE** for my farmland?

What **VARIETY** is suitable for my Agro-ecological zone?

How will I control these perennial **PEST and DISEASES**?
I have tried everything, nothing seems to work...!

What **INPUTS** do I use to achieve best yields?

WHERE can I buy the inputs?

WHAT is the price of the inputs? Is it genuine?

HOW can I communicate to the inputs company?

Who will BUY my produce?

What **PRICE** will I get?

ESOKO provides end2end solutions via feature phones & smartphones...

Weather
Info



General information



New
updates



Feedback
& Call
Centre



Livestock



Good
Agronomic
Practices
(GAP)

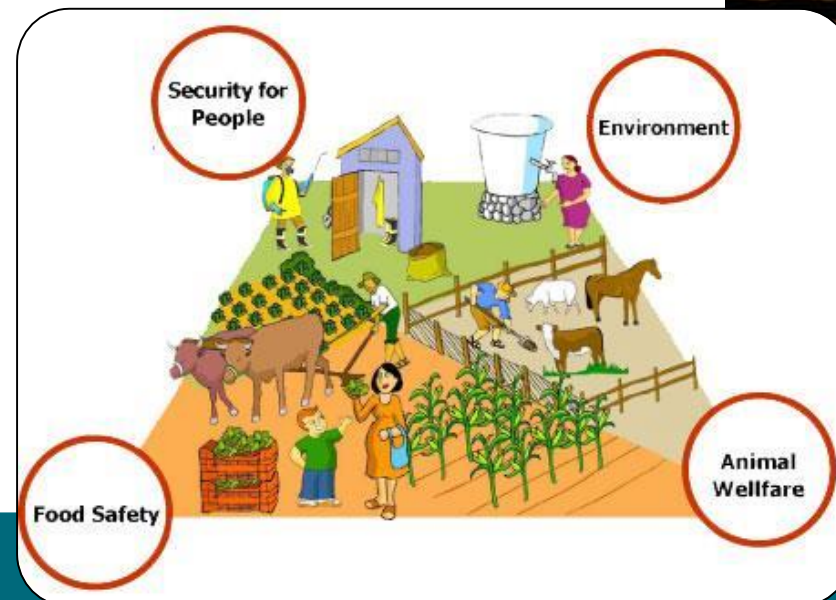


Market & Input prices



Climate Smart Agriculture

- In the near future we will be able to offer GAP advisory tied to weather prediction
- This service is easily added once the initial farmer profiling and farmland and homestead Geo-coordinates have been collected
- This can also be tied to early warning algorithms to protect the farmers from natural disasters such as flooding and mudslides
- Insurance companies will be able to predict risk for the farmers more accurately and offer products that best protect their investment
- Environment protection advisory tailor made for each farmer's location will also be disseminated



2. Data collection & management system(INSYT).....



Provide organizations powerful systems to enable them collect field data, store and analyze for purposes of monitoring and evaluation.

- Digitize forms for collecting data from the field : Photos, Text, Biometric, GPS, farm Polygons
- Track and collect data in real time, **offline** and online and run **Analysis**
- Collect data at predefined time intervals by having field agents fill forms regularly
- Employ services of the experienced Esoko **field deployment** team to the field and collect the data on behalf of your organization

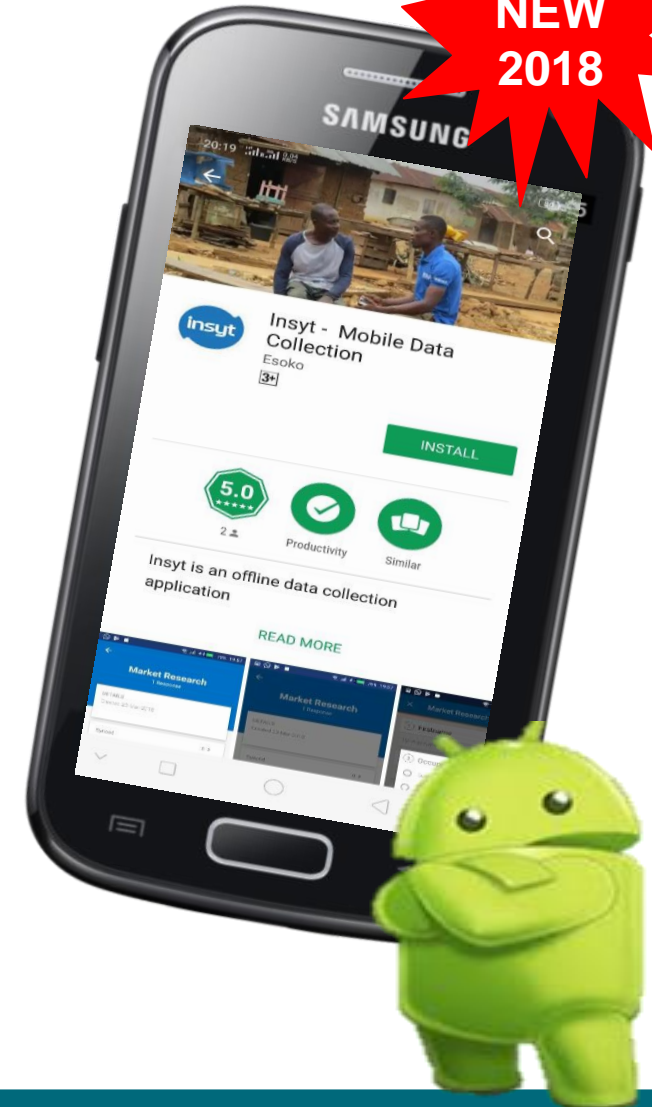
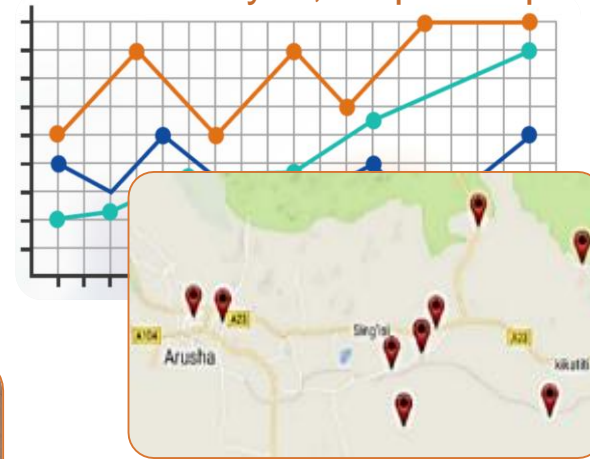
1. Deploy



2. Collect

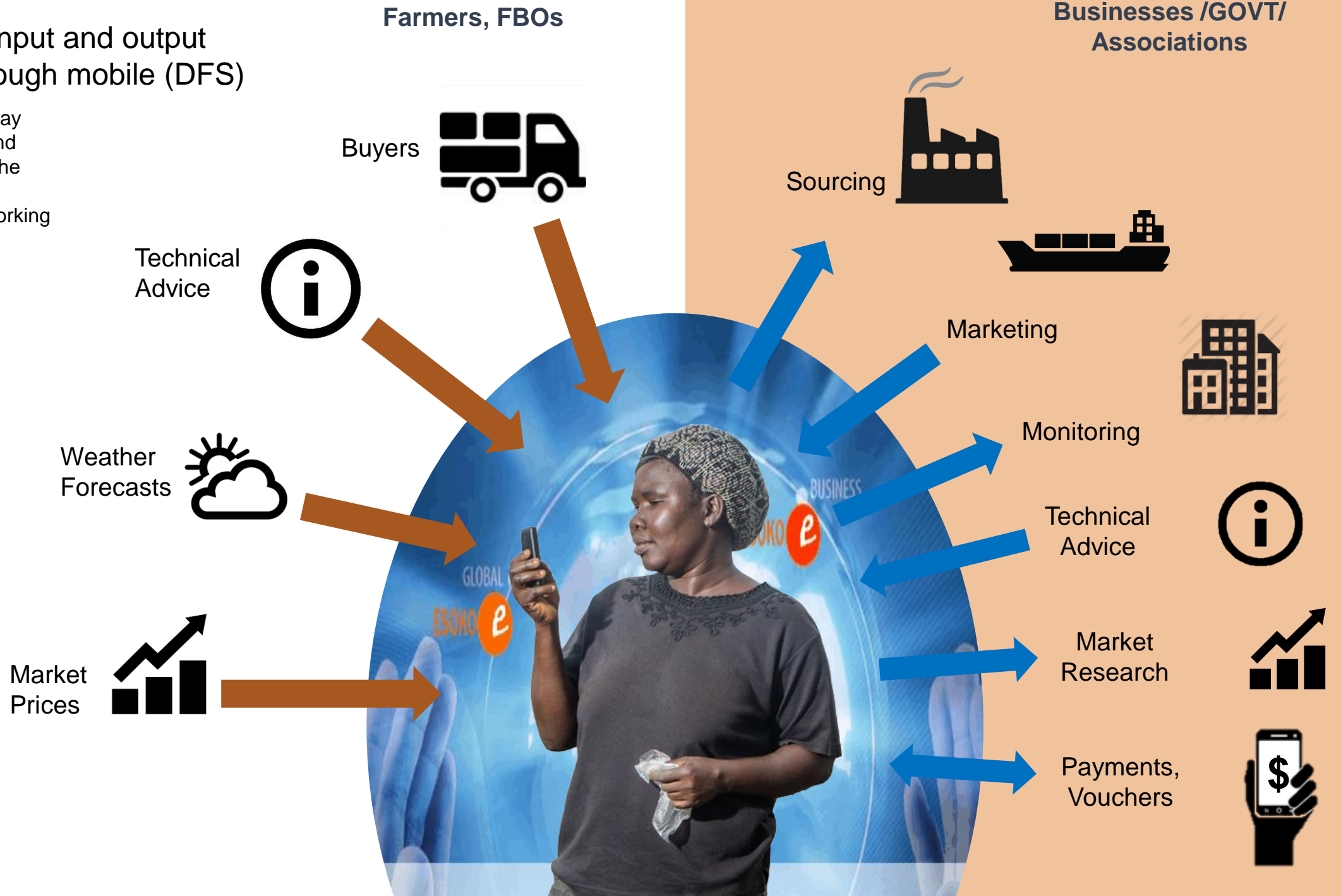


3. Analyze, Map & Report



3. Linkage to Input and output markets through mobile (DFS)

Providing a two-way communication and linkage between the farmers and agribusinesses working with the farmers



Providing SHFs with more than Just Agronomy



Precision Agriculture
drone technology for spraying
pesticide



Natural resource management



Linkage to Agronomic Info



Input markets Linkages



Banks & MICRO Insurance
health, crop, livestock

Renewable energy



Output markets & Processors Linkages

JamboMaisha.Life

Namna mpya ya kujenga jamii yenye manafanikio, weledi,
afya na maisha bora

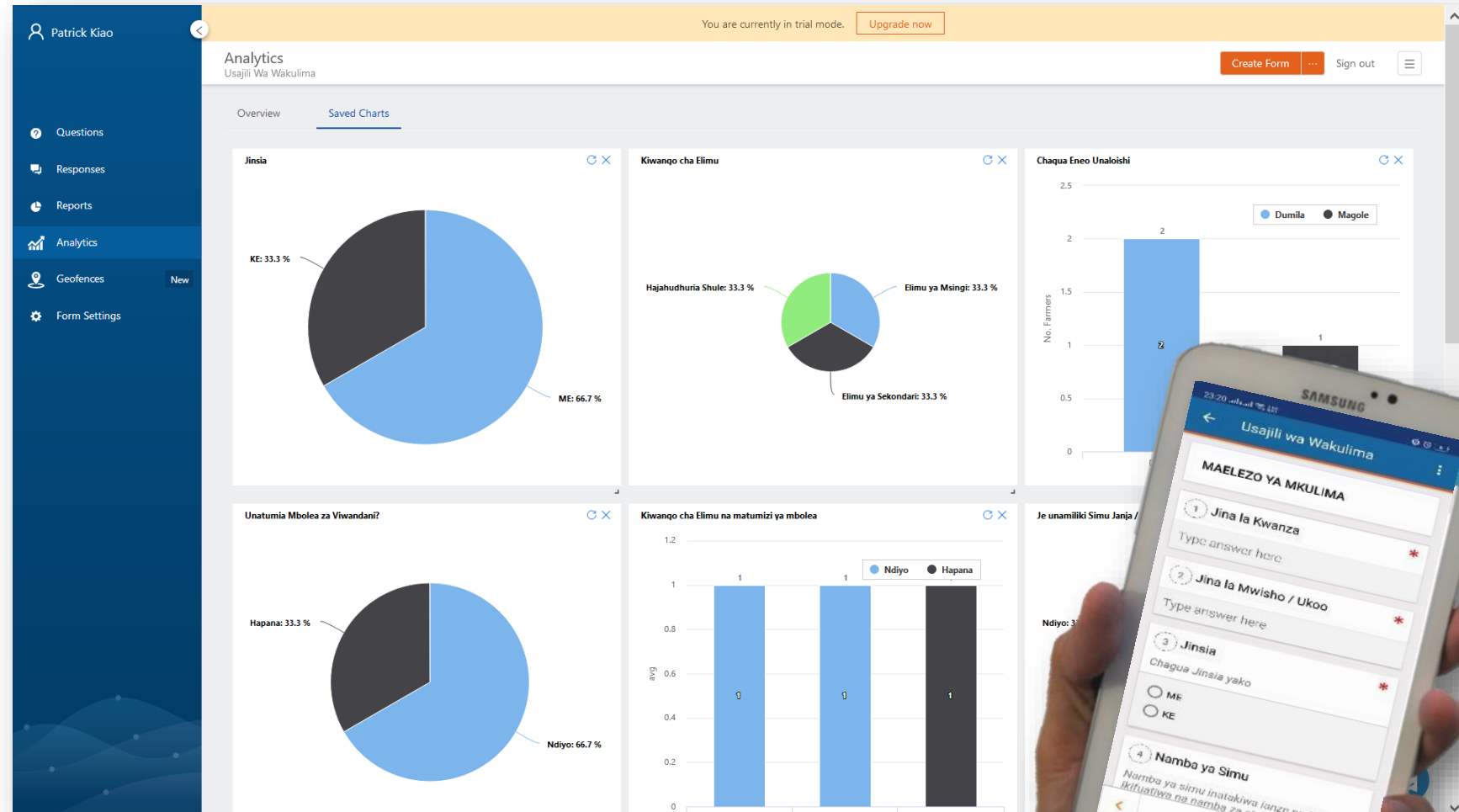
afya na maisha bora

The JamboMaisha data collection Insyt dashboard

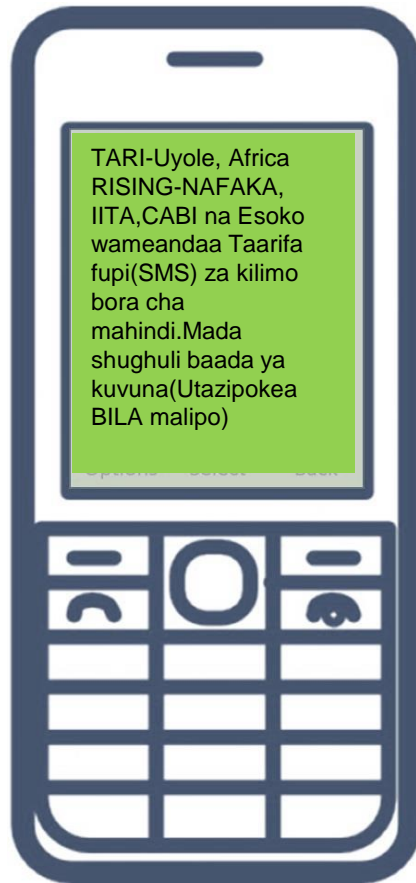


Used in the:

- Farmer registration,
- Data management,
- Analytics and
- Reporting



1. Agronomy tips via SMS



2. Interactive Videos for Farmer training



Trained TOTs

18 lead farmers
and 4 extension
officers were trained

14 tablets distributed

Trainers covered 18
villages

20 VAEOs
subscribed for the
Video and SMS
training



Farmers in Kilosa Using Kplus to train



Highlight results from the
JamboMaisha.Life
pilot

Demographics

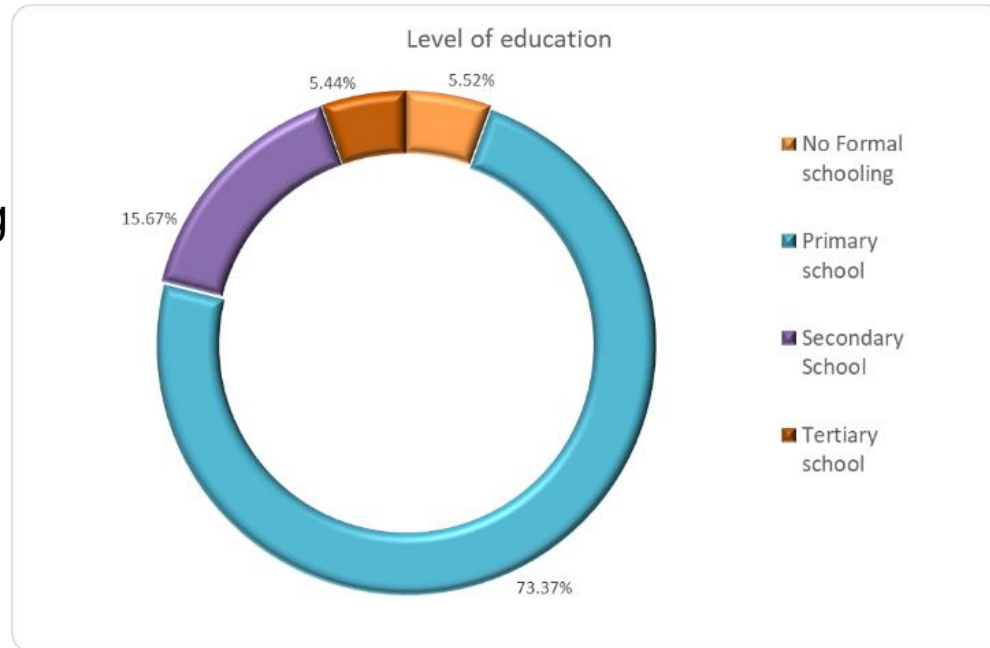
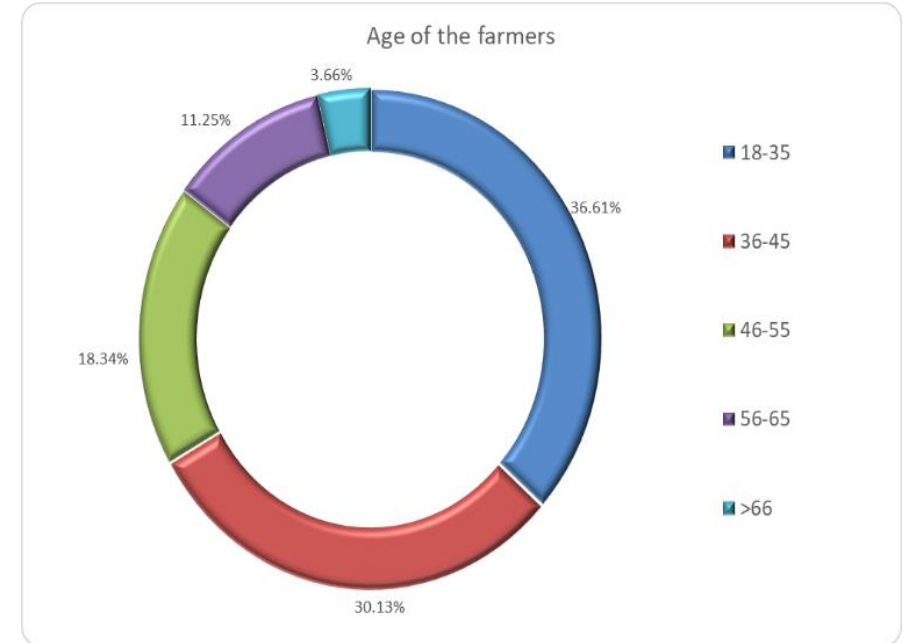
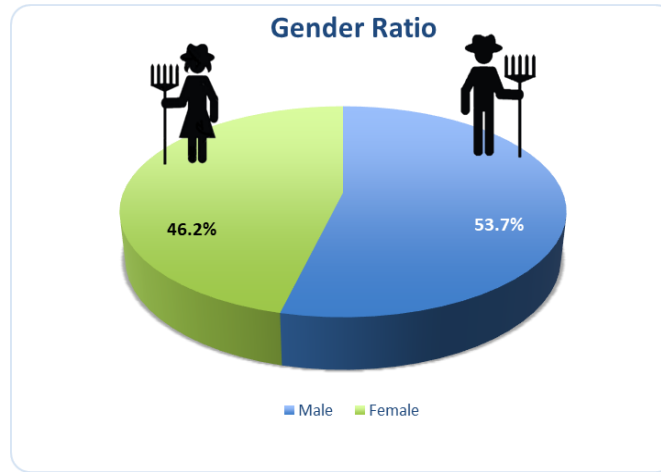
Farmers reached
3058

Women 46.2%

Youths under 35years
36.61%

Attended primary
school 73.37%

With 5.52% not having
any formal education

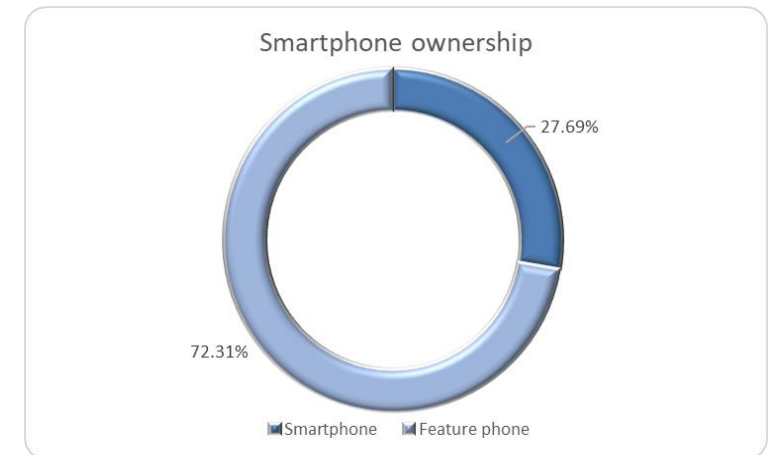
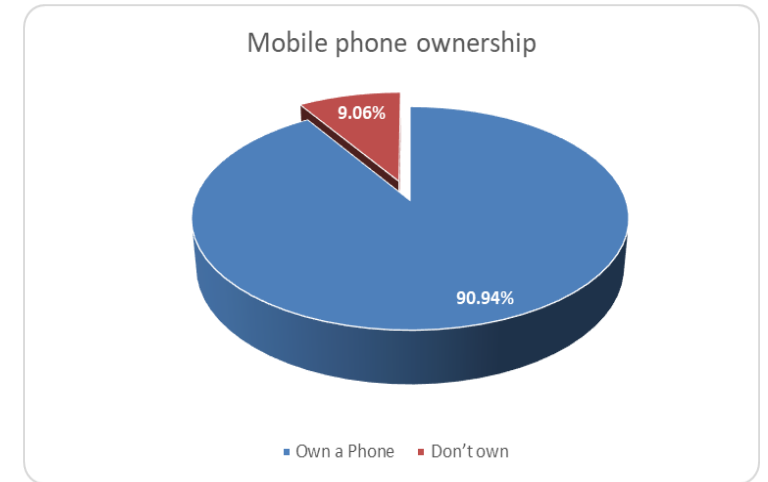
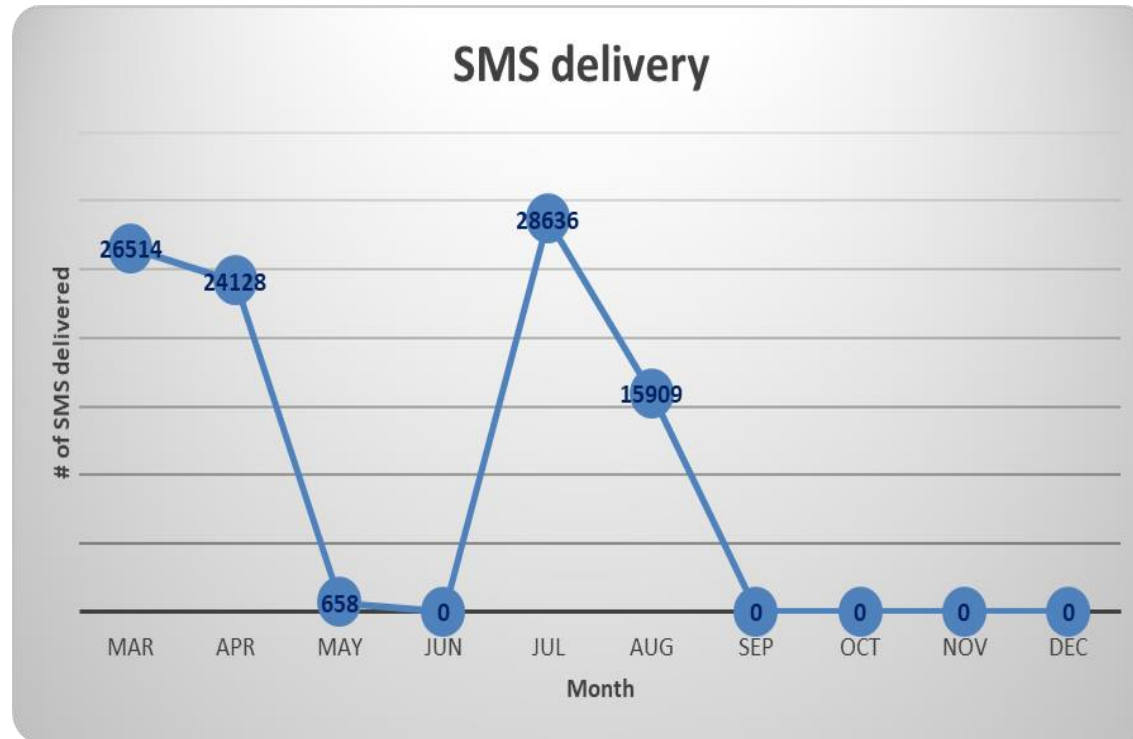


Mobile ownership & SMS delivery statistics

Mobile phone ownership 90.94%

Smartphone ownership 27.69%

Total SMS delivered 103,560

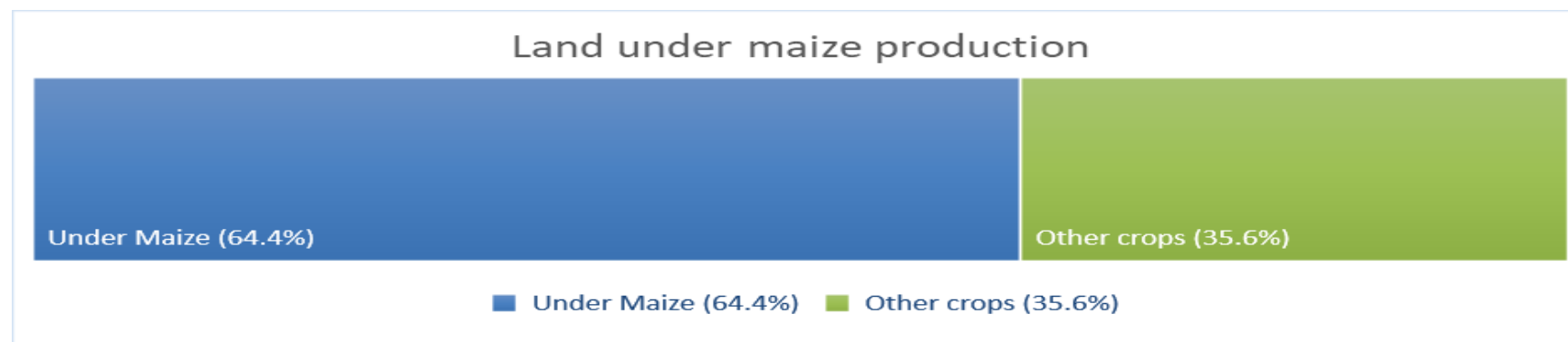
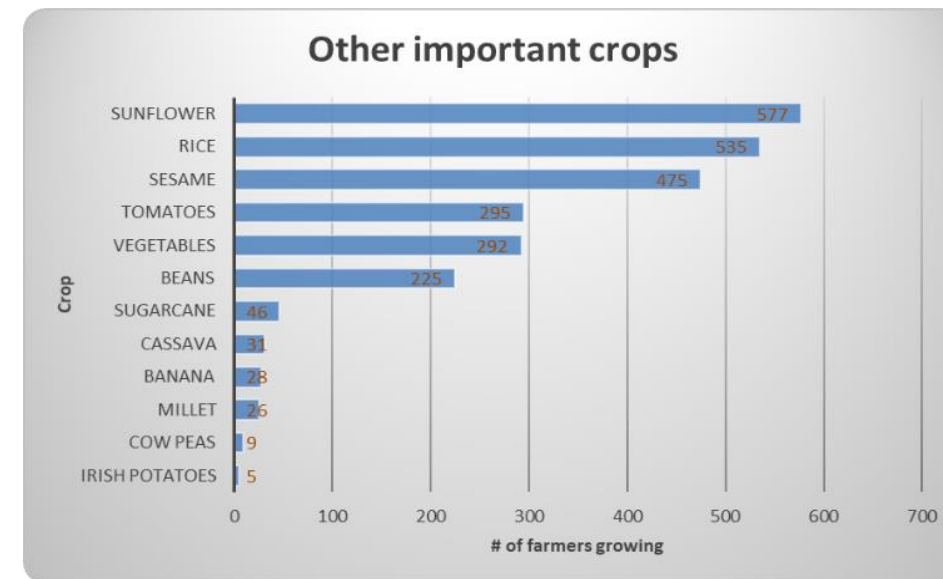
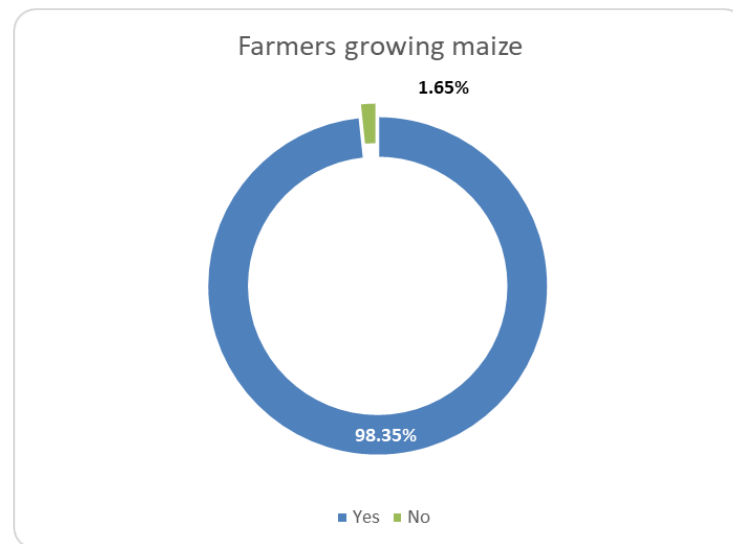


Crop cultivation

Maize was the most important crop with 98.35% of the farmers cultivating it

Out of the 5652 acres cultivated 64.4% was under maize

The second most important crop was sunflower



Impact

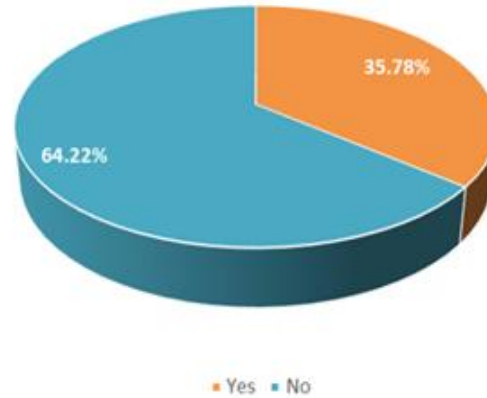
There was an increase in use of fertilizer and improved/hybrid seeds.

On the baseline 35.78% and 16.56% of the farmers were using improved / hybrid seeds and fertilizer respectively.

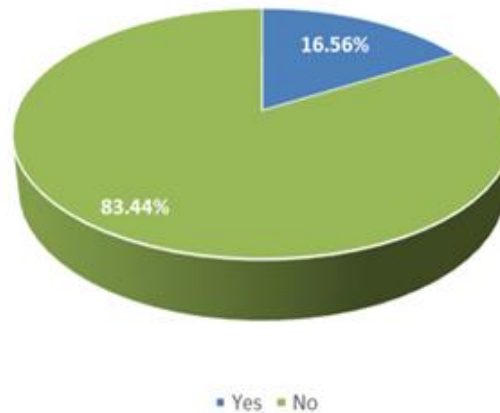
After training the numbers increased to 57.6% and 30.9% respectively.

Baseline

Use of improved seed Baseline

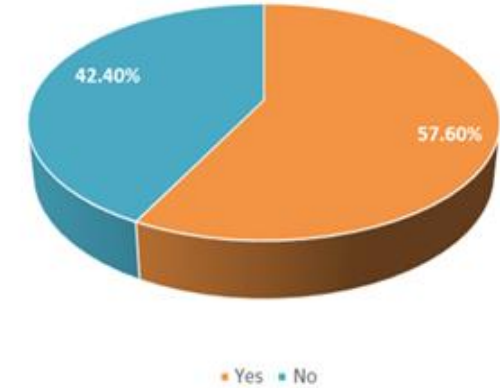


Fertilizer usage baseline

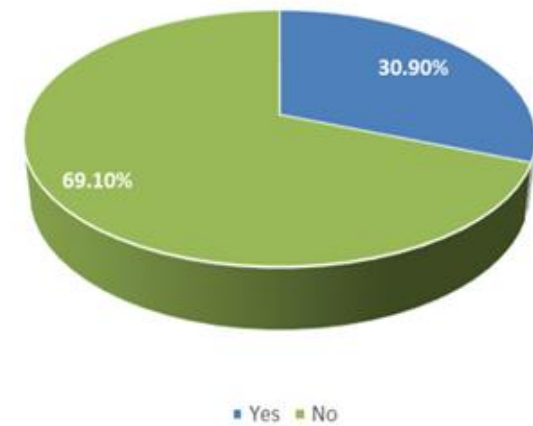


After Training

Use of improved seed after training



Fertilizer usage after training



Popularity of the video training is reminiscent of the government mobile cinema days

The entire community in Kilosa and Mvomero come out to watch



1960-80s



2019

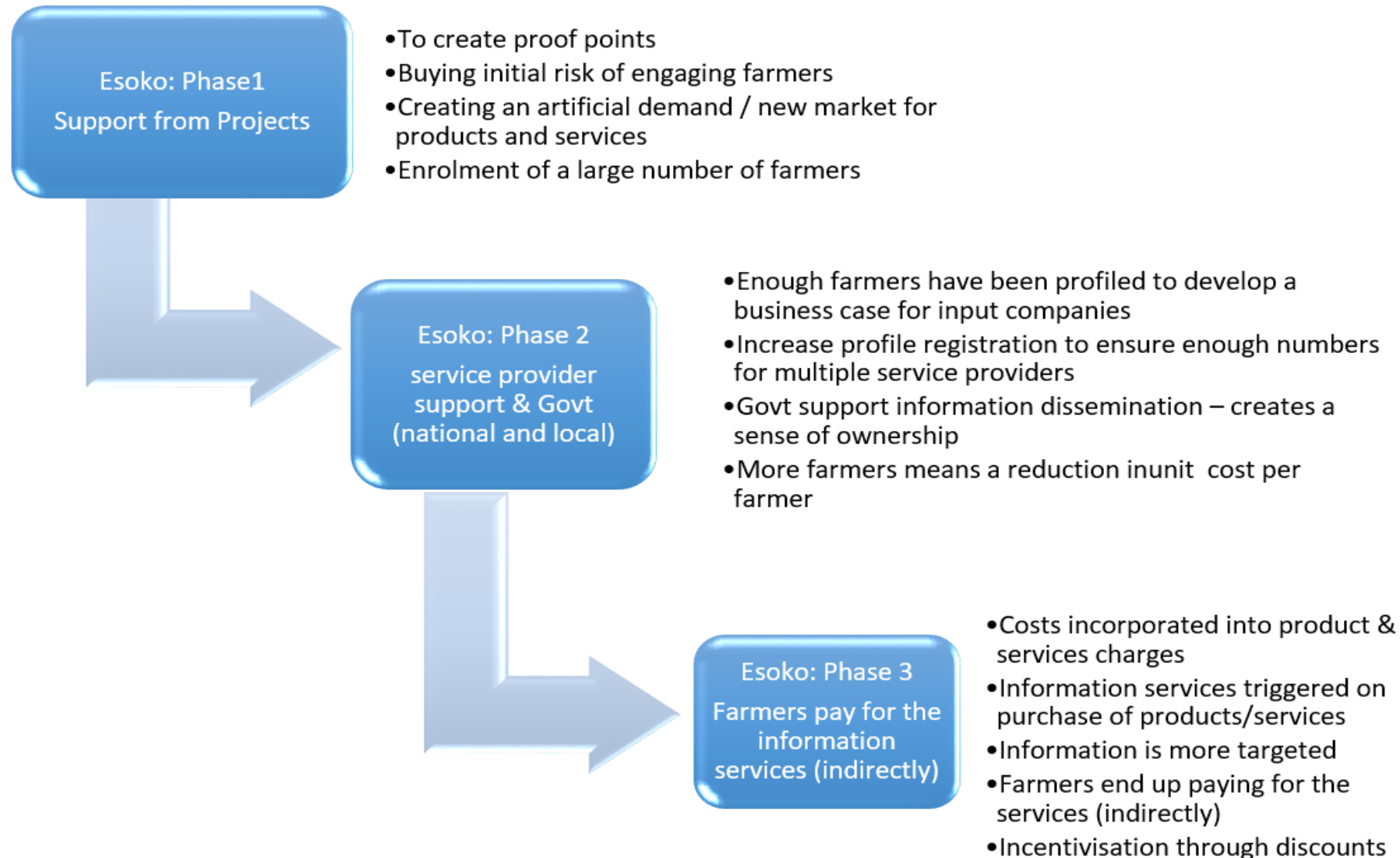
Key Lessons Learnt



- You have to offer a **bundle** of services
- You have to be **channel agnostic** (SMS, Voice, Live experts, Radio, video)
- You have to develop **original content**
- You need **local champions**
- You have to integrate solutions for **businesses**
- You should partner with **media companies** to scale
- It's **harder** than you think!
- It's 5% technology and **95% deployment**

Esoko's Sustainability Model....!

The Esoko B2B2C Sustainability Model



Components of the model

This model is driven by 5 components:-

1. Products & Services provided

- Inputs - Improved seeds
- Inputs – fertilizers, pesticides....etc
- Transportation
- Information services
- Financial and insurance services

2. Partners

- Government (local and national)
- Input companies
- Content providers - CABI
- Mass media - FRI
- Metrological stations - weather information -Toto, TMA

3. Value preposition

- Enough farmers registered – justification of business for information providers and input companies
- Effectiveness of the services to the farmers and value devived from simple SMS communication
- Benefits of the services to the value chain actors in terms of efficiency in communicating to the customers and reduction in logistics cost

4. Customer relationship strategy

- Ensuring farmer is satisfied
- Farmers are linked to researchers, seed companies, input companies, buyers...etc
- Strengthened linkages

5. Revenue streams

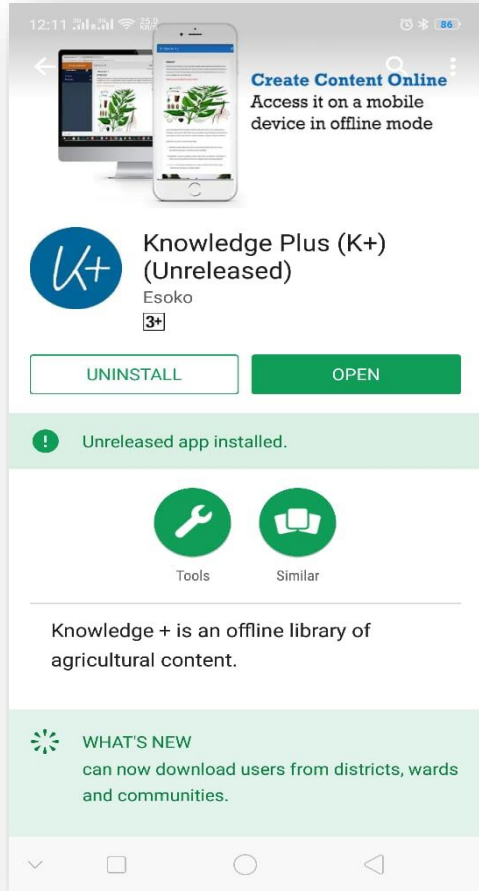
- Farmers get increase in incomes to appreciate services – increases willingness to pay for the services.
- Enough farmer numbers registered to ensure different service providers have enough client base and revenue growth
- Ensures growth of demand for products and services to enable the system to transition from a push to a pull service

Steps to sustainability for JamboMaisha.Life

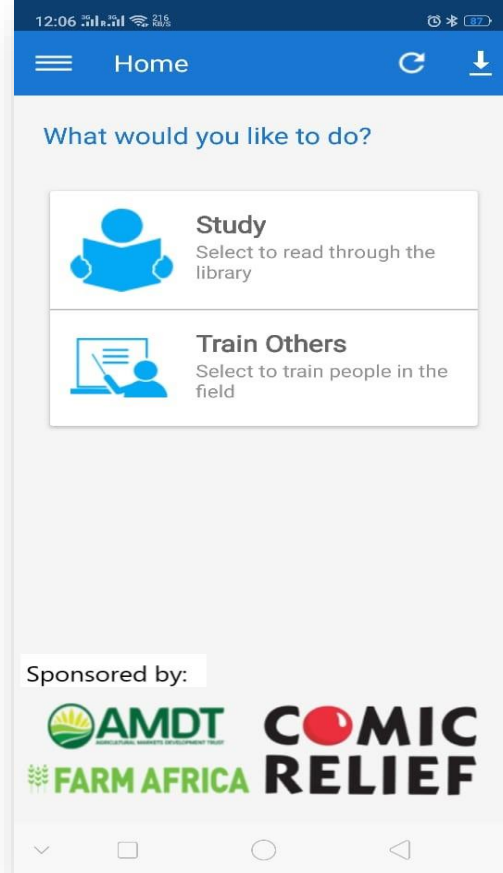


- Provision of a diverse number of services and products:
 - Health, crop micro Insurance
 - Linkages to input companies and distributors – Seeds, PICs bags
 - Drone spraying services
 - Linkage to output market
- Piloting of the input ordering system linkages and aggregated ordering
- Transition of agronomist and lead farmers to commission based incomes driven by the products and services being provided to the farmers
- Tablets will also be populated with diverse content ranging from agronomy to community health and social programmes content (they will become community information hubs)
- Input and output companies will be engaged to support SMS dissemination as it will provide a channel for showcasing their products and services and aggregated purchases respectively
- Youths will be encouraged to take up the opportunity to train farmer groups and earn some income (paid by the farmer groups)
- Farmer groups will be encouraged to purchase their own gadgets to train as groups or use their smartphones to get the content

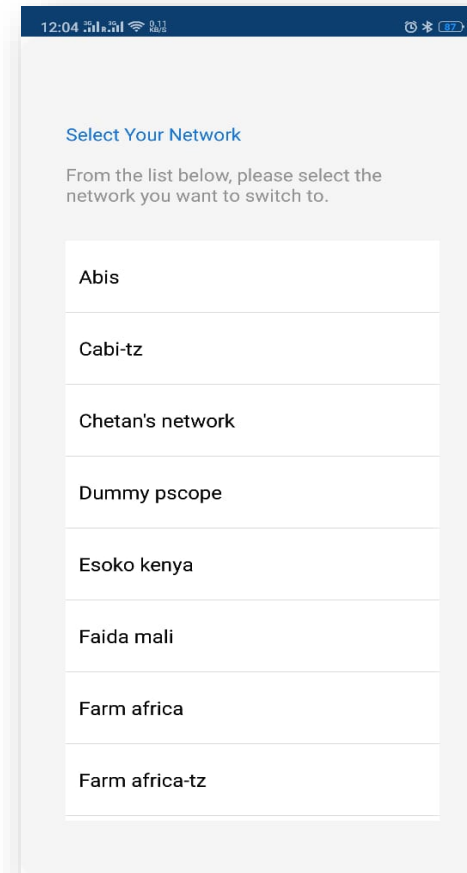
New developments for Kplus sustainability....



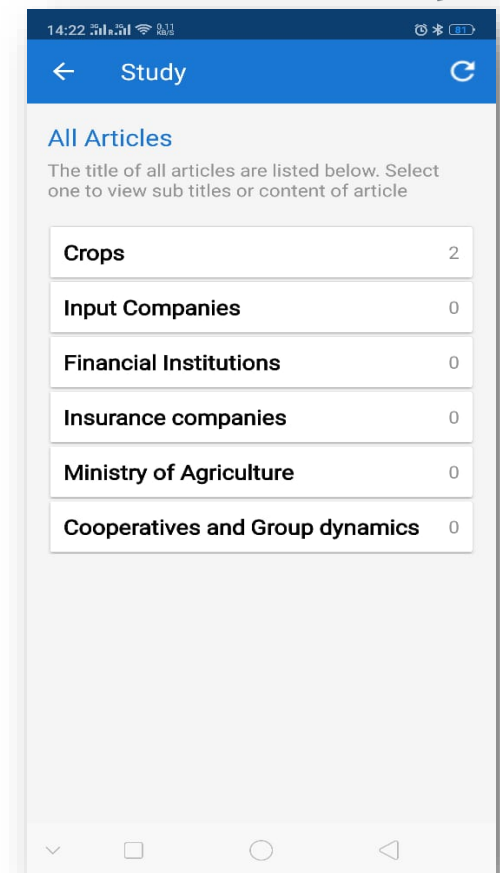
1. Knowledge Plus is now available on Google play store



2. Logos for organizations / Agribusinesses supporting the content (Agribusinesses will sponsor the content)



3. Content from different networks and for different crops will be available



4. Wide range of Content will be available. (organizations will pay to support the content)

Next steps for JamboMaisha.Life



- Pilot digital health micro insurance
- Register veggy, poultry farmers and IR-VICOBA members
- Develop SMS and video content for veggy, poultry and IR-VICOBA
- Disseminate SMS and video trainings on veggies, poultry and IR-VICOBA
- Scale number of maize farmers receiving training on both SMS and video
- Pilot a combo of TMA advisory and Esoko satellite weather feed for the Maize farmers (weather info)
- GPS map farmlands in Morogoro for piloting use of the Drone for spraying
- Pilot agricultural equipment ordering services (drone, tractor, planter, ripper, etc.)
- Pilot the use of the digital savings for IR-VICOBA and build an enhancement on the system to support keyword fetching of member information
- Register and GPS map Agro-dealers and input companies working close to farmers for the input ordering system
- Pilot group input ordering system
- Register and GPS map processors and millers (Output markets) working close or with the farmers for backward linkage to farmers
- Pilot linkages to buyers
- Pilot crop insurance but bundle it with the seed packages for germination index and harvest index insurance
- Purchase of additional smart tablet projectors and explore willingness to buy and subsidization models
- Link the 28% farmers with smartphone mobile phones with Kplus

Where have our services impacted?

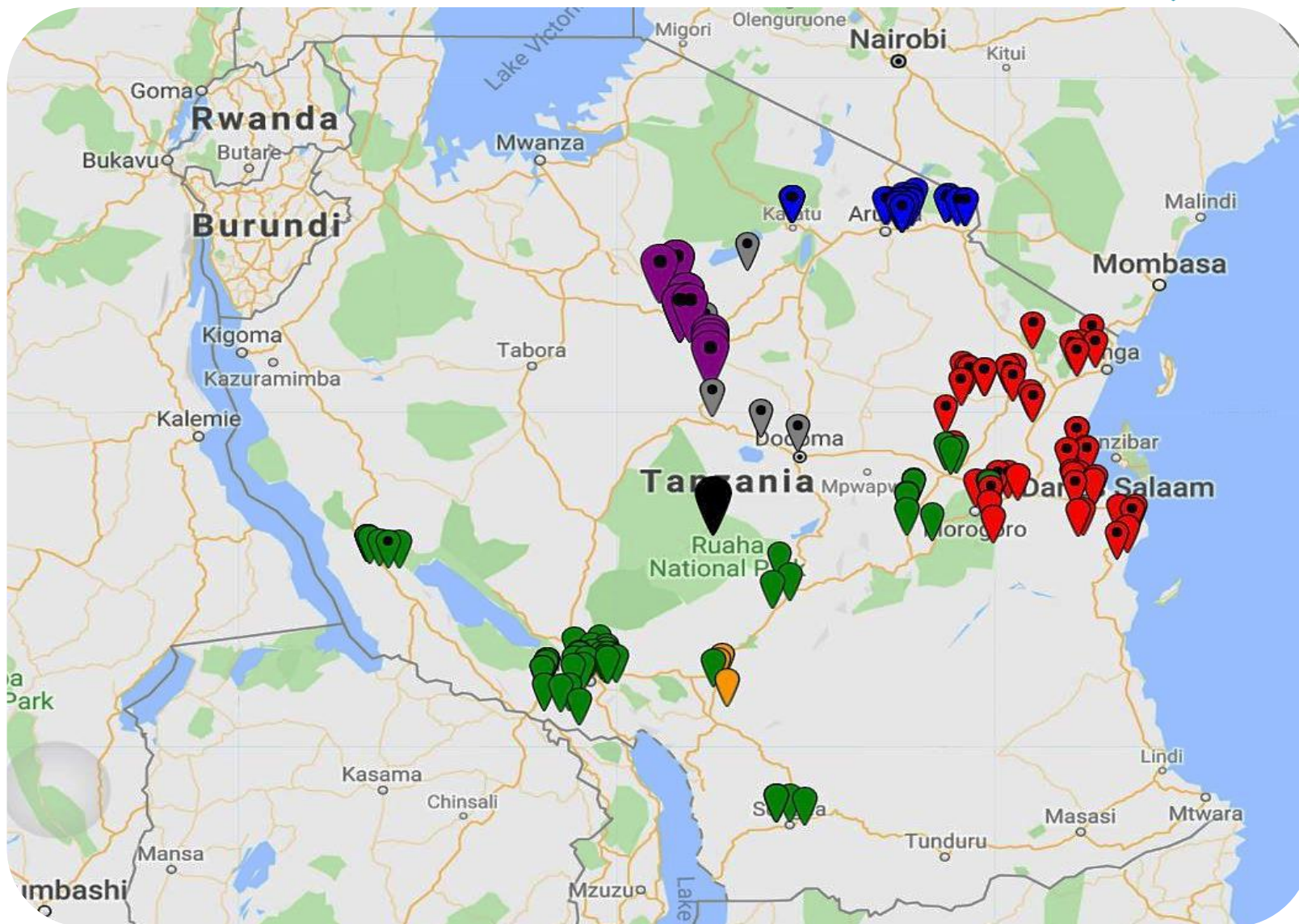
Where are beneficiaries located in Tanzania?

Summary:

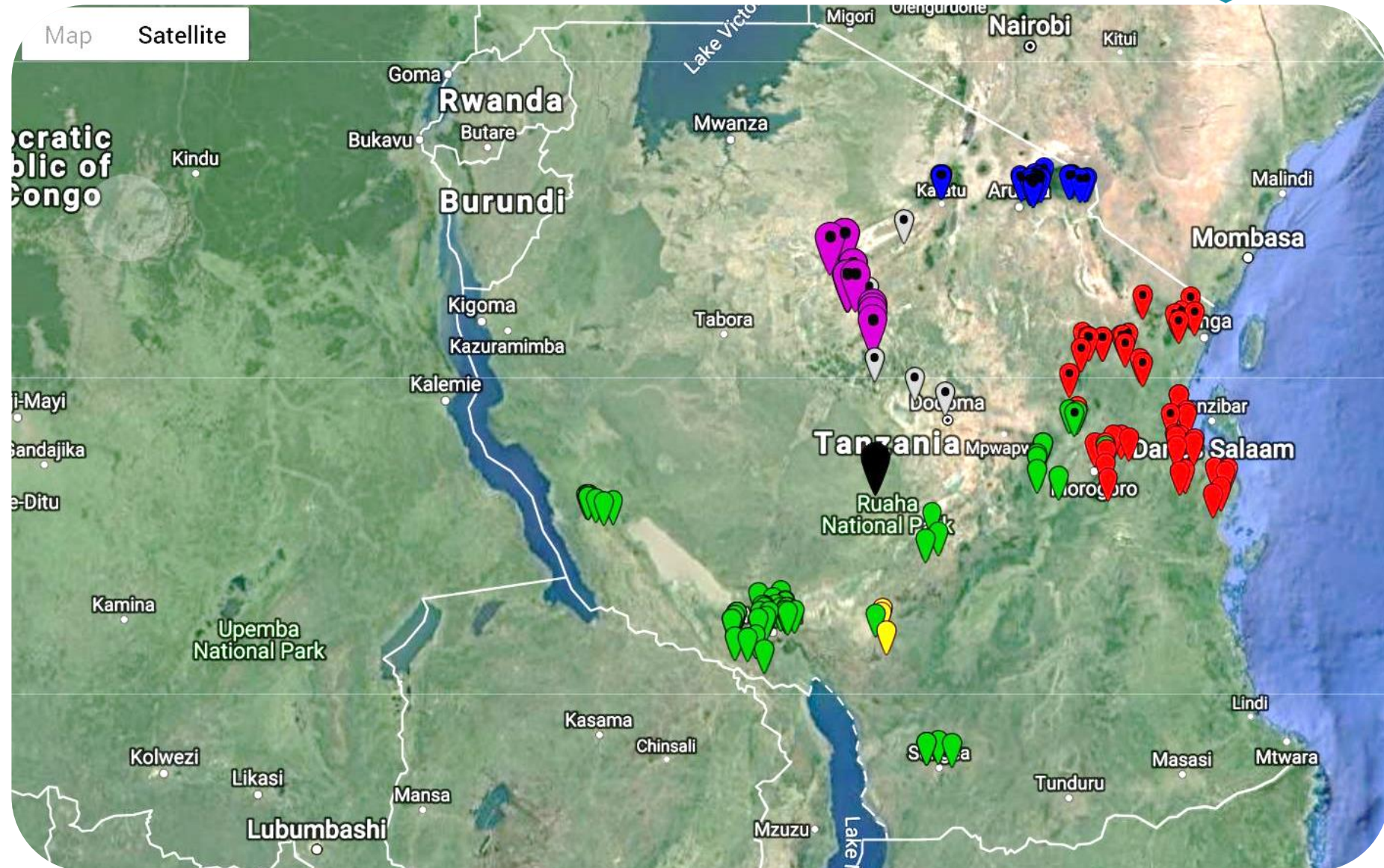
- 14 Regions
- 30 Districts
- 883 villages
- 140k Farmer profiles
- 200+ Champion Farmers
- 46% Women
- 37% Youth

Value chains:

-  Irish potatoes
-  Maize
-  Cassava
-  Sesame
-  Sunflower
-  Beans



Satellite map



Our activities globally & across Africa



- Project: LEAP 1000
- Assignment: Households Survey
- Target: 600,000 households
- Target Group: poor and vulnerable households

- Assignment: Household Survey
- Target: 600 households and 200 agro-dealers
- Value chain: Maize



- Assignment: Farmer profiling , deploy Extension & Training application
- Target: 5000 Farmers
- Value chain: Maize, Beans, Soya, Rice



- Project: National Farmers club
- Assignment: Farmer Profiling, Extension & Training , GAP, Weather information and call center services
- Target Group: Small holder farmers



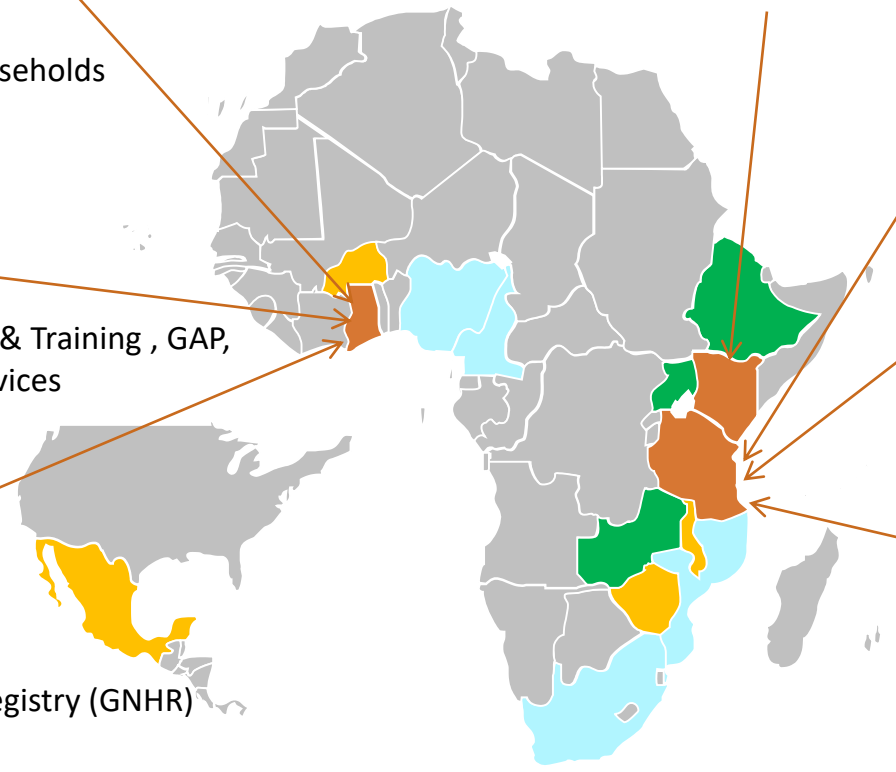
- Assignment: Farmer Profiling, build and deploy Extension and Training application
- Target: 10k farmers
- Value chain: Sesame



- Project: Ghana National Household Registry (GNHR)
- Assignment: Households Survey
- Target: 112,000 households
- Target Group: registry of poor and vulnerable households



- Assignment: Farmer Profiling, GAP, post harvest & marketing information dissemination
- 6.1 million SMS messages delivered
- Currently 80k farmers benefiting
- Value chain: Maize, Cassava and Irish potato



Legend: Owned and operated Resellers Clients only Currently scouting

Why be part of **Esoko**?

The future is with Esoko....



- Currently Esoko is able to link service providers and Agri-businesses with the over **140,000** smallholder farmers registered on the Esoko platform in Tanzania and give visibility to their products and services
- Esoko works in a unique way that as it provides GAP information through out the season, service provider product and services information can be **aligned** and synced with GAP to ensure farmers don't get **advertisement fatigue**.
- Esoko plans to increase the number of registered farmers to **500k** over the next 2 years who will be linked to service providers and other Agri-businesses to create a new market pool driven by an **artificial demand** pull factor for the products and services
- Esoko services will be enhanced to include Geo-Mapping of farmlands which will **accurately** help agribusinesses determine the current actual demand and **predict** future needs of the farmers. This will also provide very good tools for monitoring progress of the farmers in terms of increase in acreage, increase in production based on individual crops and usage of agricultural inputs.
- Product authentication will help in the fight against **counterfeiting** of agribusiness' brands and auto-registration of new farmers

Some of the organizations we have worked with



Thank You



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