Enhancing Access to Agricultural Mechanization through Digital tools: Strengthening the Linkages
What Kurai does

Data collection
Centralizing data collection is quicker and cheaper for farmers

Data analytics
Processing multiple data points, gives a wholistic picture of farms

Data-driven action
The ability to action these insights is the KEY to solving the problem
Enhancing Access to Agricultural Mechanization through Digital tools: Strengthening the Linkages

• What role can digital solutions play in enhancing access to Agricultural Mechanization in Africa?

• What lessons can we draw from the experiences of deployment of digital solutions to support Agricultural Mechanizations including key peculiarities of delivering digital tools to enhance access to Ag. mechanization by Smallholder farmers.

• What do providers of digital solutions need to perform their role better?
Digital tools in agriculture

Raw Data  Capture  Analyze  Exchange  Drive Efficiency
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Enhancing access to Agricultural Mechanization

**Knowledge Gap**
Knowing what equipment you require and where to find it

**Cost Barrier**
Agricultural machines are often unaffordable for small/medium sized farmers

**Digital solutions**
Increase access to information and reduce costs

What are some of the key issues?
How digital solutions overcome these key issues?
Enhancing access to Agricultural Mechanization

- Simplify data collection
- Improved information flows
- Enhance access to rental markets
- Reduce transaction costs
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Lessons we can draw from the deployment of digital tools

- Impact digital tools have on cultural & behavioral norms
- Reaching farmers
- Tools often aimed at commercial farmers
- Adapt and overcome

Digital tools
- Infrastructure
- Mechanization
- Good Agricultural Practices
Lessons we can draw from the deployment of digital tools
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What do we need?

Work together
We need all parts of the agriculture value chain to work together

Education
Farmers need to be exposed to new technologies

Buy-In
We need farmers to view technology as a means of increasing production

- Digital solution providers must play their part
- Changing people’s mindset about technology
Thank You

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