



# Digitizing Access to Inputs and Markets in Tanzania



Wakala



# About Quincewood

Quincewood is a Tanzanian based ICT company that **designs and delivers innovative agricultural technology and digital products** to help smallholder farmers endure climate risks, improve their farming practices, and bolster their incomes over time

## We are experts in:

- Verification and brand security
- Digital product design and delivery
- Farmer sensitization & training
- Digital extension services
- Project monitoring and evaluation

## 450,000+ Farmers

Reached with digital products in Tanzania

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## eHakiki Platform

- We designed and delivered T-Hakiki platform that is used by Tanzania Official Seed Certification Institute (TOSCI).
- Our goal is to reduce the prevalence of counterfeit and adulterated agricultural inputs by creating awareness to all stakeholders on how to identify genuine inputs using their mobile phones

### 55+ Seed Companies Registered

Allows for traceability of inputs from seed companies to farmers

### 450,000 farmers reached

Profiling of farmers as per location and gender

### Over 18.8 million labels printed in 2022/2023

Allows for sustainable business model for eHakiki platform

### TOSCI

Improved food security and rural incomes as farmers plant with confidence





## Farmer's Profiling by eHakiki Platform

### Farmer Details

Search:  Go Actions ▾

▼   ×  
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	Created At ⌵	Name	Msisdn	Gender	Region   District	District Text	Scratched Serial No.
⬆	08-SEP-2023 08:47:45	-	255763297807	Ke	Mbeya   Rungwe	Rungwe	306749689345
⬆	07-SEP-2023 09:25:24	-	255758183581	Ke	Mbeya   Rungwe	RUNGWE	790957701591
⬆	06-SEP-2023 17:42:42	-	255675874449	Ke	Mbeya   Rungwe	Rungwe	232532185129
⬆	06-SEP-2023 14:41:30	-	255743002634	Ke	Mbeya   Rungwe	rungwe	783522837284
⬆	05-SEP-2023 11:08:25	-	255748760628	Ke	Mbeya   Kyela	Kyela	825074138834
⬆	05-SEP-2023 10:50:20	-	255667567780	Ke	Mbeya   Rungwe	rungwe	759988383091
⬆	04-SEP-2023 12:47:20	-	255769810753	Ke	Mbeya   Rungwe	RUNGWE	951225773083
⬆	03-SEP-2023 16:13:40	-	255764052562	Ke	Mbeya   Rungwe	RUNGWE	919120657898
⬆	03-SEP-2023 11:05:37	-	255767636889	Ke	-	MBEYA MJINI	310315103899
⬆	03-SEP-2023 09:17:04	-	255758077291	Ke	Mbeya   Rungwe	RUNGWE	449518257811
⬆	03-SEP-2023 08:23:37	-	255692284354	Ke	Mbeya   Mbarali	Mbarali	995530320913
⬆	03-SEP-2023 08:21:11	-	255692284354	Ke	Mbeya   Mbarali	Mbarali	995530320913
⬆	02-SEP-2023 12:37:01	-	255755316696	Ke	Mbeya   Rungwe	RUNGWE	670077246931

We have profiled the farmers by Gender, Location as well as the inputs they have purchased.



## Wakala – Agri-inputs and markets platform

- Wakala platform allows for a scalable and sustainable visibility of trade links and transactions between input and output ecosystem boosting optimal trade off-take and prices.
- It also digitizes the data management and supply of Agricultural inputs in Tanzania

### One Stop Shop

Leverage data to give insights on how to engage & serve farmers better.

### Digital extension services

For farmer engagement, education and GAP training

### Loan Management

Allows for financing of agrodealers/ SMEs

### Monitoring dashboards

Tracking performance of agrodealers/ SMEs

Wakala

INGIA

### Tafuta Bidhaa na Masoko ya kilimo

Pata orodha ya maduka yenye bidhaa za Kilimo (Mbegu/Viuatilifu/Mbolea) unazozitaka katika kata yako

Tafuta bidhaa Tafuta Afisa



# Delivering Awareness through Wakala

## Quincewood deploys skilled field teams to:

- Sensitize, register & train farmers and agrodealers on verification and Wakala digital platform
- Register farmers, VBAs, SMEs and agrodealers on the Wakala Platform
- Support digital extension during farm visits and share farmer feedback
- Demand Aggregation for Off-Takers
- On-ground project implementation





## Digital extension services

**Digital Extension Services allow us to send targeted agronomy advice to farmers via SMS, USSD and WhatsApp**

We create **customized content** related to inputs, GAP practices, weather, alerts on risks like pests and diseases, and general best practices in farming that will help farmers achieve maximum productivity on their farms. We have linked Wakala with over 3000+ extension officers and 3000+ VBAs to allow farmers to have access to information at their finger tips





## Extension Officers in Wakala Digital

### MAAFISA KILIMO

[+ Ongeza afisa kilimo](#)

JINA	NAMBA YA SIMU	ENEO	AINA
Katana	0788899999	Songwe /Ileje/Bupigu	Afisa kilimo
Geoffrey	0713245678	Kigoma /Buhigwe/Biharu	Afisa kilimo
Ndunguru Sophia Thadei	0757679690	Ruvuma /Songea Municipal/Seedfarm	Afisa kilimo
Ndunguru Sophia Thadei	0757679690	Ruvuma /Songea Municipal/Songea Mjini	Afisa kilimo
Ng'onye Suzana Edward	745221325	Ruvuma /Songea Municipal/Mwengemshindo	Afisa kilimo
Vicent Jerome Joseph	0683163670	Ruvuma /Songea Municipal/Mjimwema	Afisa kilimo
Cyprian Joackim Majaliwa	0767459203	Ruvuma /Songea Municipal/Mshangano	Afisa kilimo
Selemani Ismail Issa	0713763127	Ruvuma /Songea Municipal/Lilambo	Afisa kilimo
Nahonyo Zamda Mohamed	0684514646	Ruvuma /Songea Municipal/Ruhuwiko	Afisa kilimo
Mwegoha Julieth Abbynery	0765028572	Ruvuma /Songea Municipal/Mateka	Afisa kilimo
Mnkande Robert William	0752392013	Ruvuma /Songea Municipal/Lilambo	Afisa kilimo
Konga Edina Dastan	0764224155	Ruvuma /Songea Municipal/Mletele	Afisa kilimo

Wakala Digital allows farmers to access extension officers. They are able to search for extension officers who are registered in the platform.

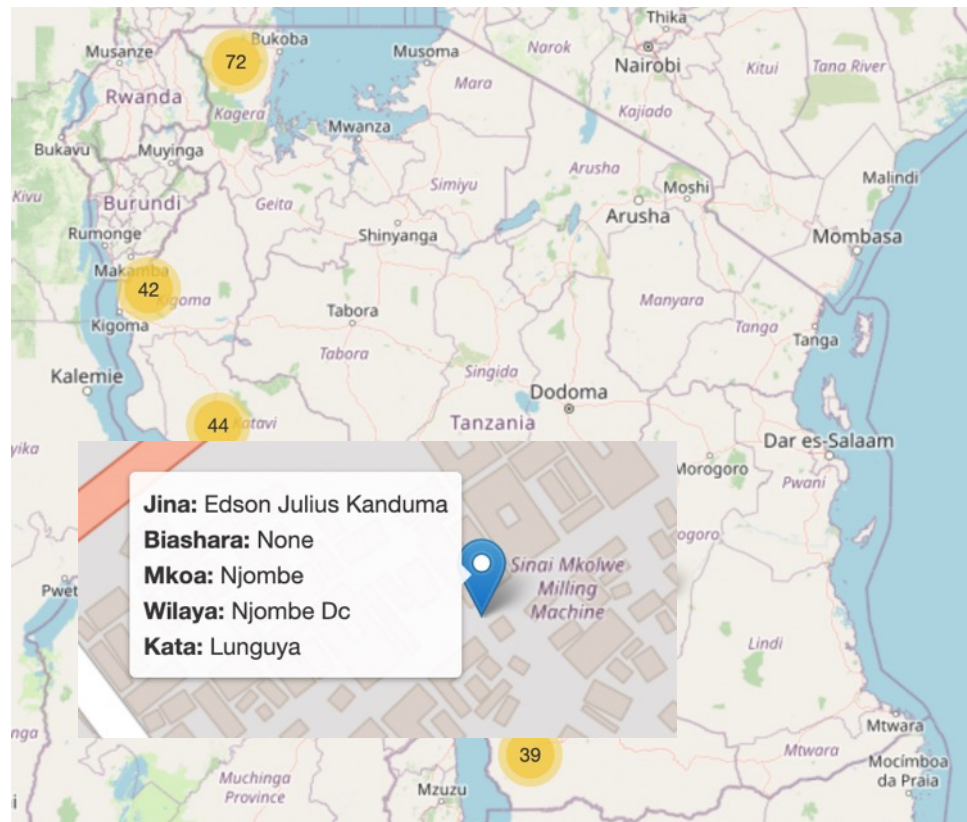




# Data Analytics

Using industry-leading analytics tools, we are able to:

- Provide **live dashboards with insights** into the registration of agrodealers, SMEs, VBAs, farmers
- Verify **traceability of inputs** from seed company to farmers
- Monitor **performance** of agrodealers and SME's and provide stakeholders with real-time information for decision making





## Wakala – Agri-inputs and markets platform

### ORODHA YA BIDHAA ZANGU

Show 

entries

Search:

DUKA/KAMPUNI	NAMBA YA SIMU	ENEO	BIDHAA	JINA LA BIDHAA	AINA YA BIDHAA	KIPIMO	UJAZO	IDADI	BEI YAKUNUNUA	BEI YAKUUZA
kaimuka agrovet	0758520874	Rukwa /Sumbawanga (Rural)/Muze	Mbegu	Zamseed	Mahindi	kg	2	20	10,500	12,000
lutego agrochemicals	0753168636	Njombe /Makabako Town/Mjimwema	Mbegu	ZMS 606	Mahindi	kg	2	40	10,000	11,000
-	0766618961	Kigoma /Kasulu/Nyakitonto	Mbegu	Zamseed	Mahindi	kg	2	8	11,500	12,500
Ka9 Agrodeller	0655253792	Songwe /Mbozi/Mlowo	Mbegu	Zamseed	Mahindi	kg	5	900	6,000	8,000

Wakala is able to track the prices of inputs across the regions.



# Benefits of Digitization

## GOVERNMENT

- **Improved food security and rural incomes** as farmers plant with confidence
- **Improved investment** in agriculture as farming becomes less risky
- **Secured public investments** in agriculture

## PARTNERS

- **Improved food security** as farmers can plant with confidence
- **Improved private investment** in agriculture as it becomes less risky
- **Securing public and donor** investments

## FINANCIAL INSTITUTIONS

- **More credit** availed to farmers as they become bankable, a significant opportunity for both farmers and financial institutions.
- **Reduced cost of credit** as millions of farmers become credit worthy

## INPUT COMPANIES

- **Assured farmers buy more inputs** enabling input companies to grow their incomes and extend their distribution channels
- Assured farmers tend to **invest in better quality inputs**

## RURAL COMMUNITIES

- **Improved household** food and income security
- **More vibrant** rural economies



# Farmer Feedback



## Wema Kapilile

Lumuli, Iringa

Farmer, Mother of 3

“

*I am thankful that I saved the seed packet, I was able to call e-Hakiki team as my farm had army-worms but with their guidance I was able to buy pesticides in-time to salvage my farm.*

”

With the confidence of her seeds, Wema has **grown her production from 3 bags to 30 bags per acre.** She has become a vocal advocate of eHakiki and Wakala Digital in her community.

# Agro-dealer Feedback



## Telesphona Karebo

Kasulu, Kigoma

Agro dealer, 27 years old

“

*With the help of Wakala Digital, I have been able to track the growth of my business and my business capital has doubled since I started in 2020.*

”

Before the platform I served an average of 200 farmers per year, currently am saving more than 480 farmers per year. My future plan is to **expand my linkages and network with more farmers and suppliers through Wakala Digital** to become a hub agro-dealer.



**THANK YOU!**