



Market-led User-owned ICT4Ag Enabled Information Service (MUIIS)

MUIIS is an innovative project that uses the power of information and communication technologies and big data to support agricultural productivity in Uganda. It establishes a demand-driven, market-led, and user-owned extension and advisory service, using satellite based information services for: weather forecasting and alerts, crop management and agronomic tips and financial services - including index-based drought insurance to crop farmers in Uganda.

While the private sector partners within the consortium drive the project from the start, the farmer organisations are expected to own the project and provide services to their members, with agreed upon revenue sharing models with other consortium partners.

Target user group

Bundled information products are expected to reach over 350,000 maize, soybean, beans and sesame farmers in Central, Eastern,

Northern, and Western Uganda. Beneficiary farmers are being mobilised through the Uganda National Farmers Federation (UNFFE) and Uganda Cooperative Alliance (UCA).

Business proposition

The main distribution channel for the information products is through the project's business intelligence platform built by Ensibuuko Technologies, in collaboration with Mercy Corps. The platform is being supported by about 200 MUIIS Service Agents (farmer leaders) equipped with smartphones, training and content. Revenue streams currently include subscriptions by individual farmers and through groups (via farmer organisations). In the near future, revenue will also be generated through access to farmer database by other value chain actors, MUIIS Knowledge Mobile App, access to credit and loans, surveys and data collection, advertisement, and index-based insurance.

Offering low cost bundled information products via electronic platforms for maize, soya bean, beans and sesame farmers



Photo Credit: CTA/Ensibuuko



Photo Credit: C. Kayuku Kaizzi

Expected Results

The MUIIS project is expected to lead to:

- Over 25% increase in crop yield;
- Over 10% increase in effective use of agri-inputs and water;
- Over 10% decrease in risk of using agri-inputs
- Over 20% increase in farmers income
- Increased trade and/or investment activities by agri-input dealers, service providers, etc.
- Enhanced socio-economic conditions, literacy, and gender issues among disadvantaged advocacy groups in the target regions.

Partnership

- aWhere Inc. (USA)
- EARS Earth Environment Monitoring (EARS-E2M) (Netherlands)
- Mercy Corps (Uganda)
- Technical Centre for Agricultural and Rural Cooperation (ACP-EU CTA) (Netherlands)
- The Alliance for a Green Revolution in Africa (AGRA) (Kenya)
- The eLEAF BV (eLEAF) (Netherlands)


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GEODATA FOR AGRICULTURE AND WATER

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