

Integrating technology to deliver the goods in Mozambique.



Micro-entrepreneurs build successful businesses through innovation and dedication

Mozambique's Farm Business Advisors or Agente de Desenvolvimento de Agronegocios (ADA) as they are called in country, come from a wide range of backgrounds and with different levels of experience, but the one thing that defines every one of them is a passion for business. iDE trains these highly motivated micro-entrepreneurs to listen to their farmer clients and understand their challenges and needs, so that the products they bring to the field provide the solutions necessary for prosperity.

iDE has developed a cloud-based data storage system on the Salesforce platform for comprehensive data collection, analysis, and business support. This integration enables us to have real-time data upon which cost-effectiveness, progress towards targets, and key performance indicators can be analyzed, allowing the organization to quickly identify ADAs who require assistance, products that are more attractive in certain areas, and additional services that might be required.

This system allows the ADAs to receive instant

technical support from a pool of experts, as well as receive vital market and climate information. Using tablet devices, they can show their farmer clients videos that depict the correct best practices in the use of technologies and horticultural strategies. These devices are a continuing educational training platform serving as a practical school for rural micro-entrepreneurs, by which iDE can supply ADAs the most recent lessons learned from throughout the program.

Using technology to remove constraints on communication between all the different market actors in Mozambique has created a new climate there for innovation and business. By creating sustainable businesses at the most local level, iDE builds a more resilient market environment that improves incomes and lives.

Photo Caption

Fernando Milambo is an ADA in the Green Zone of Maputo. He joined the FBA program in 2013 to learn how to increase his own vegetable production. He shares that knowledge with others and has changed lives in his community.



The Mozambique Context

Mozambique is one of the poorest countries in Africa, with over 65 percent of its population earning less than \$2 a day. Most of the population is engaged in agriculture, but agriculture makes up only 29 percent of the country's GDP, due to the majority of farming activities being poor, subsistence-level crop and livestock raising. Combined with one of the worst literacy rates in Africa and one of the highest rates of HIV/AIDS infections, Mozambique's population is ready for real change.

Mozambique ADAs By the Numbers

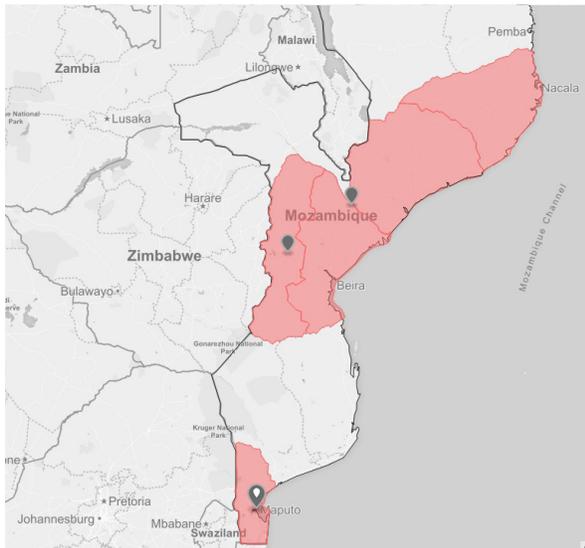
20% of ADAs are women

19 clients per 1 ADA

9,475 clients served to date

Average ADA Annual Income: \$277

Each ADA travels an average of 10-20 km per day



iDE

iDE creates income and livelihood opportunities for poor rural households across Asia, Africa, and Latin America. iDE builds markets in a range of sectors, including agriculture, water, sanitation, hygiene, and access to finance.

Contact Us

Phone: (+258) 21494631
 E-mail: Mozambique@ideglobal.org
 Stefano Gasparini
 Country Director, iDE Mozambique
ideglobal.org