



DIGITAL CONNECTORS FOR FARMING COMMUNITIES



ACCESS TO INPUTS MADE EASY WITH SSENYONGA'S DIGITAL - DMAC MODEL IN LUWEERO

Compiled by the Uganda Forum for Agricultural Advisory Services (UFAAS)

February, 2025



ACCESS TO INPUTS MADE EASY WITH SSENYONGA'S DIGITAL - DMAC MODEL IN LUWEERO



Digital Connector:
Anthony Ssenyonga

Business model:
Divine Mercy Agro- connect SMC Ltd

☎ **+256772967077**

✉ **anthonytumwine75@gmail.com**

Ssenyonga Anthony is a Digital Connector in Zirowbe Town Council, Luweero District and the CEO Divine Mercy Agro- connect SMC Ltd since 2019. His business model is Digitised Quality Inputs Dealership, Extension and Advisory (Digital-IDEA).

He operates an agri input shop where farmers access quality agricultural inputs.

Becoming a Digital Connector was a great opportunity for him and the farmers:

- Farmers no longer have to come physically to the shop. They place orders, pay with mobile money and I deliver to the farmer groups or homes.
- His income has also greatly increased through the sales he makes within and outside Luweero District. He earns some commissions from the Agro-input companies from the deals he makes between them and the farmers.
- He has partnerships with many companies and agro-input dealers like CABI, Sunculture among others. Anthony has so far linked 30 irrigation farmers to Sunculture and he expects a commission of UGX: 90,000 (~US \$ 25/ 22.4 Euros) once the installations are finalised.
- The role has earned him fame within and outside Luweero District

To facilitate the adoption and integration of digital technologies among farmers, Anthony has done a number of things, including:

- i) training more youths to mobilise and train farmers in agricultural digitalisation,
- ii) encouraging farmers to make good use of their phones for useful purposes of research, consultation in digital farming rather than other unnecessary things,
- iii) creating a WhatsApp group with 312 farmers from which they can easily communicate and interact with their fellow farmers on useful agricultural practices and also easily access his services,
- iv) using and promoting other digital agricultural information apps like the CABI App on Google play store to teach,

v) Demonstrating and diagnosing pests and disease threats to farmers' crops..

In addition, he has set up demonstration gardens for seed even at his agro-input shop for farmers to learn from.



He shared with us an instance where his business model has significantly helped a farmer.

Anthony got into contact with a farmer, Rwokya Alex, who used to grow cereals like rice and maize; beans among others, but later switched to growing perennial crops-bananas and coffee. Even with these, Alex nearly abandoned the enterprises because of limited information. "The gardens were not healthy, and he had no idea about what was happening" said Anthony. Anthony provided him with relevant and detailed information about banana and coffee farming. He helped him diagnose the crops, prescribed the right fertilizers and pesticides, and supplied them. With trust, virtual engagement and delivery, Alex now has one of the best banana and coffee projects.

Future plans

Anthony is planning to design a website to enable him host and establish a product catalogue. He welcomes all partnerships with many NGOs, agro input dealers and manufacturers. Anthony expressed need for more training especially in IT technologies like web designing to complement his skillset, in order to establish more digital platforms to serve his clients better." Such skills on

website design will help me to market my business more and get more clients" Anthony stated.

Challenges faced in the implementation of his business model include: high cost of internet, inadequate funds for training other digital connectors, some farmers lack phones and other gadgets to help them reach out to the Digital Connectors. Some farmers with phones cannot use them due to low literacy levels.

Appreciation: He appreciated UFAAS and all other implementers for spotting, training and facilitating them as digital connectors. He also thanked the local government extension workers and his innovation platform ZAABTA for the referrals to clients and orders.

“I use my phone to call and send messages to Anthony, and I receive instant feedback. Digital farming has greatly improved my yields and has saved me money”.

Rwokya Alex, Farmer, Wakatayi village, Ziobwe Town Council, Luweero District.



DIGITAL CONNECTORS FOR FARMING COMMUNITIES

FUNDED BY



COORDINATED BY



IMPLEMENTED BY



UGANDA FORUM
FOR AGRICULTURAL
ADVISORY SERVICES



Ag Connectors