

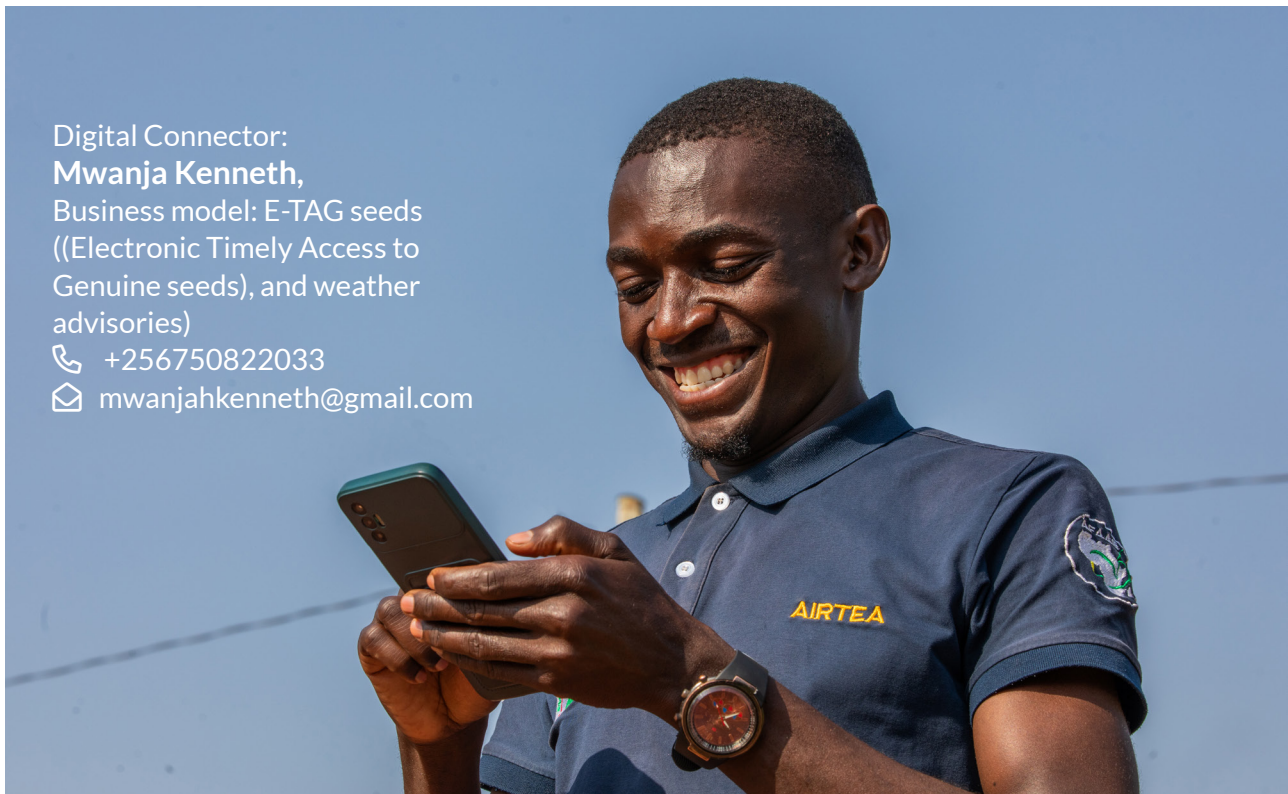


**“I AM NOW ABLE TO
SUPPORT MY FAMILY”
DIGITAL EXTENSION BRINGS
MORE CASH IN KENNETH
MWANJA’S POCKET**

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“I AM NOW ABLE TO SUPPORT MY FAMILY” DIGITAL EXTENSION BRINGS MORE CASH IN KENNETH MWANJA’S POCKET



Digital Connector:
Mwanja Kenneth,
Business model: E-TAG seeds
(Electronic Timely Access to
Genuine seeds), and weather
advisories)
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Mwanja Kenneth (29) is a Digital Connector operating in Magoola village, Buwunga Sub-county, Bugiri District. A holder of a diploma in agriculture, Kenneth applied to be a Digital Connector through a farmer association BUDIFA (Bugiri District Integrated Farmers and Agri-business Association). He went through a series of trainings, mentorships, and facilitations and later came up with a business model, E-TAG seeds (Electronic Timely Access to Genuine seeds), and weather advisories.

He found out that farmers still have a challenge in accessing quality seeds and other agro-inputs, so he came up with a model to digitally link farmers in the community to quality inputs. To curb the challenge of weather changes, he linked with Uganda National Metereological Authority where he gets timely digital weather advisories to guide farmers on when to plant or harvest depending on the weather forecasts.

To Kenneth, taking the role of a Digital Connector was a great opportunity:

- He has reached over 1000 farmers, trained 3 youth DCs and 52 farmer groups.
- He has developed meaningful partnerships with three seed companies, 10 agro-dealers, and suppliers where he promotes the products digitally and gets a commission. In the last season of 2024, Kenneth increased his earning from commissions by UGX. 1,200,000 (~US\$ 333/ 300 Euros).
- It is a source of income, and this has boosted his earnings. “I am now able to support my family,” says Kenneth.

To facilitate the adoption of digital technologies among farmers, Kenneth has trained more Digital Connectors to carry on the role even in his absence. He also engaged farmer group leaders to extend the services to farmers. Through these community leaders, farmers make their orders, and he delivers on time.

To ensure that farmers actively utilise digital technologies, Kenneth has strongly engaged the youths in most of the farmer groups with the digital agricultural aspects other than the physical. He has also set up demonstration gardens for each improved seed he comes across, where his farmers learn. He has made it easy for the farmers in the community to reach him through phone calls and WhatsApp. In addition, he created a WhatsApp platform that has over 200 farmers and he profiled for easy tracking and follow up.



Kenneth and Rogers in a bean field

Among the many farmers Kenneth has served, he is proud of one Rogers, a soya bean and maize farmer who has ordered genuine seeds for the last two seasons, and he is now getting higher outputs.

To Kenneth, the future digitalization of agriculture is vibrant as long as more youths are involved. To expand his services in the future, Kenneth will train more youths to join him since he cannot do the work alone. He wants to engage as many local and farmer group leaders as possible since this makes it easy to create awareness and mobilization. He is also working on creating more channels, from calls and WhatsApp to other social media channels, where he can market his services.

“ Before engaging in digital farming, I used to sow seeds from previous harvest and the output was low and I could plant at any time I wished. Kenneth taught us that about the disadvantages of planting the same seeds from previous harvests. I just call him when I need advice or new seeds”

Ojambo Rogers,
Magoola village,
Buwunga sub county,
Bugiri District



Challenges encountered in implementing his business model include; poor internet connectivity, weather changes such as too much rain or too much sunshine, especially when he has to physically meet the farmers, and limited capital when it comes to equipping new core workers with digital tools.

He still requires more support from technical leaders since his partnership with these leaders is yet to be streamlined. This will ease mobilisation of the farming communities. *“Extra training, outreaches and visits to fellow digital connectors in the country and beyond are also critical for benchmarking and possibly learning from each other”*, he said.



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