



DIGITAL CONNECTORS FOR FARMING COMMUNITIES

THE LONG JOURNEY OF DIGITALLY PROVIDING AGRICULTURAL INSURANCE, NADIA BABIRYE

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

February, 2025



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Digital Connector:
Nadia Babirye

Business model:
Agricultural insurance

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Babirye Nadia, with a Degree in Psychology, developed a passion for working with and supporting farmers, in her free time, to solve problems that hinder them from realising their potential in agriculture. Being a non-agriculturalist by profession, her interest was mainly in agricultural insurance for rural communities.

Through the trainings under the DC4FC Project, she gained skills of how to effectively reach farmers digitally, with whatever service you want to provide. She developed a business tagged e-Agricultural Insurance, aimed at providing digital access and knowledge to agricultural insurance in the rural communities in Bugiri District at affordable costs.

As a Digital Connector, she has been able to sensitise farmers about agricultural insurance through:

- Taking advantage of farmers' meetings and events organised by fellow DCs and other extension workers.
- Participating in agricultural events to identify potential partnerships with agriculture, IT, and insurance leaning companies
- Radio Talk Show at Eastern Voice 102.2 FM, where she presented her business idea, during one of the agricultural programmes.

The problem she is currently facing is, finding a genuine partner who will be interested in subscribing her farmers at a commission. She is also part of the initiative of all the DCs under the DC4FC project to form a general App where they will all be linked for the different service provision.

Towards becoming an insurance agent:

Unlike other DCs, Nadia realized that she cannot provide agricultural insurance services without a thorough training to become an agent. Through the DC4FC Project, UFAAS connected her to the agricultural insurance consortium of Uganda (<https://aic.ug>), consisting of (13) insurance companies offering agriculture insurance covering crop and livestock risks. Under a partnership of AIC and the Insurance Training Institute, Nadia underwent a training.

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Mrs. Kagoya reported that before being sensitised by Nadia, she could just plant soybeans without any advice and information on the weather changes, pests and disease threats.

She is now aware that there is a solution and looks forwards when this will be actualised



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