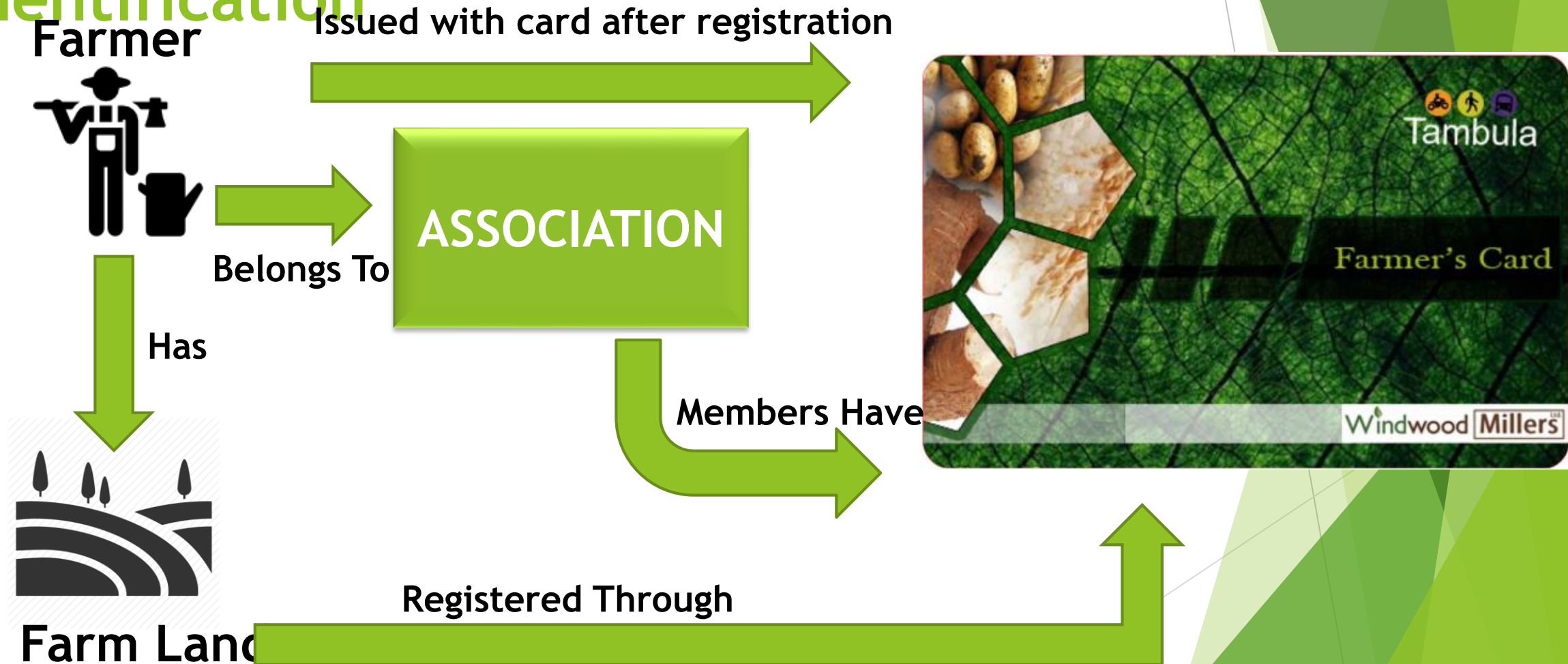




WinWood Millers Farmer Card Loyalty Card

Presentation by Ivan Okori
CEO Windwood Millers
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WinWood Millers Card: Farmer's Identification



Why WinWood Millers Card?

Eases Farmer Identification

- Prevent duplication of data.
- Build Loyalty amongst Farmer Community.

Monitor Farmer Activity

- Monitor disbursements of materials e.g. Stems.
- Activity history eases yield prediction.

Targeted Interventions

- Up to date data makes it easy to roll out interventions e.g. mobile money payments.
- Farmer Financing through partners.

Fraud Prevention

- Limit access to cash by going cashless with Mobile money and internal transfers.
- Both Electronic (SMS) and physical receipts issued.

How it works?

Step 1: Register Farmer

The screenshot shows a mobile application interface for farmer registration. It consists of three stacked screens. The first screen prompts the user to 'Please enter name' and shows 'Ivan Okori' entered. The second screen prompts 'Please take Picture of Ivan Okori' and shows a photo of a person. The third screen prompts 'Select Sex of Ivan Okori:' with radio buttons for 'Male' (selected) and 'Female'. The top of the screens shows a browser address bar with 'Winwood_Mill...' and a status bar with the time '2:49 AM' and '2:50 AM'.

Mobile data collection tool used to register farmer.

Information captured includes: Bio-data, Language Preference, Home Location, Dependents, Other Economic Activities, etc.



Farmer issued with WinWood Millers Card.

How it works?

Step 2: Link Farmer to Association (Optional)

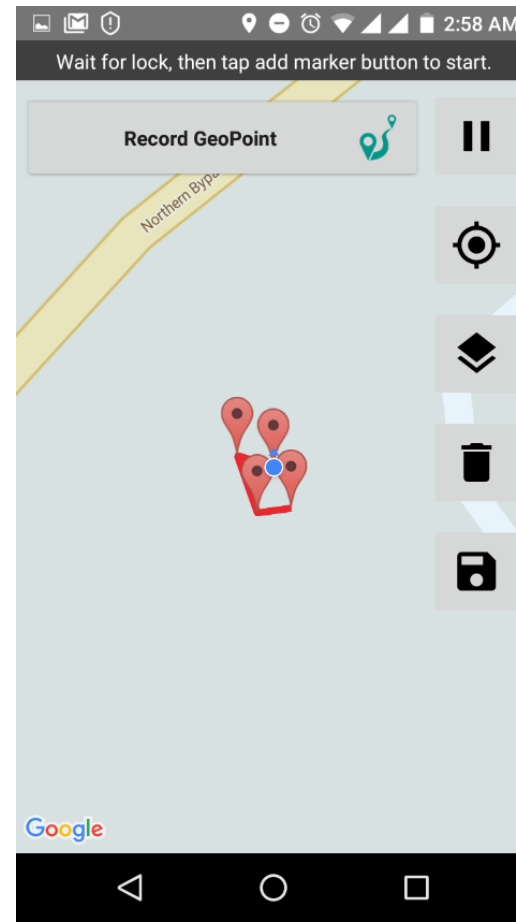
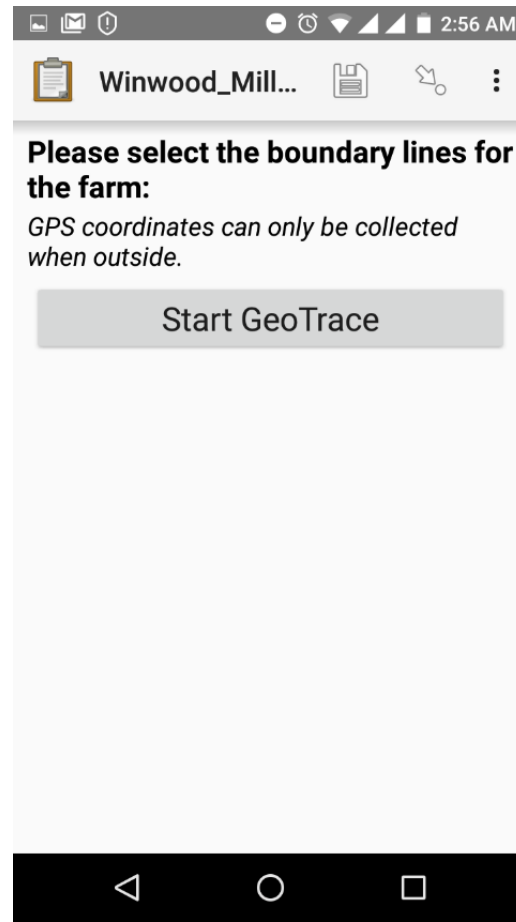
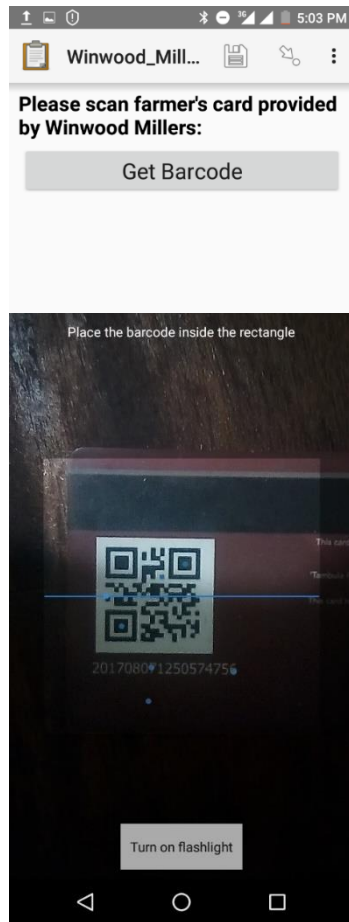
Register Association.
Information captured includes: Association name, Location, membership size and Contact Person.

The first screenshot shows the 'Enter name of association' screen with 'Lira Farmers Association' entered. The second screenshot shows the 'Please enter name of contact person at Lira Farmers Association:' screen with 'Joshua Okello' entered. The third screenshot shows the 'Please enter location for Lira Farmers Association:' screen with GPS coordinates (Latitude: N 0°20'25", Longitude: E 32°36'46", Altitude: 139.9m, Accuracy: 15m) and a 'Start GeoPoint' button.



Link Farmer to Association by scanning card.

How it works?



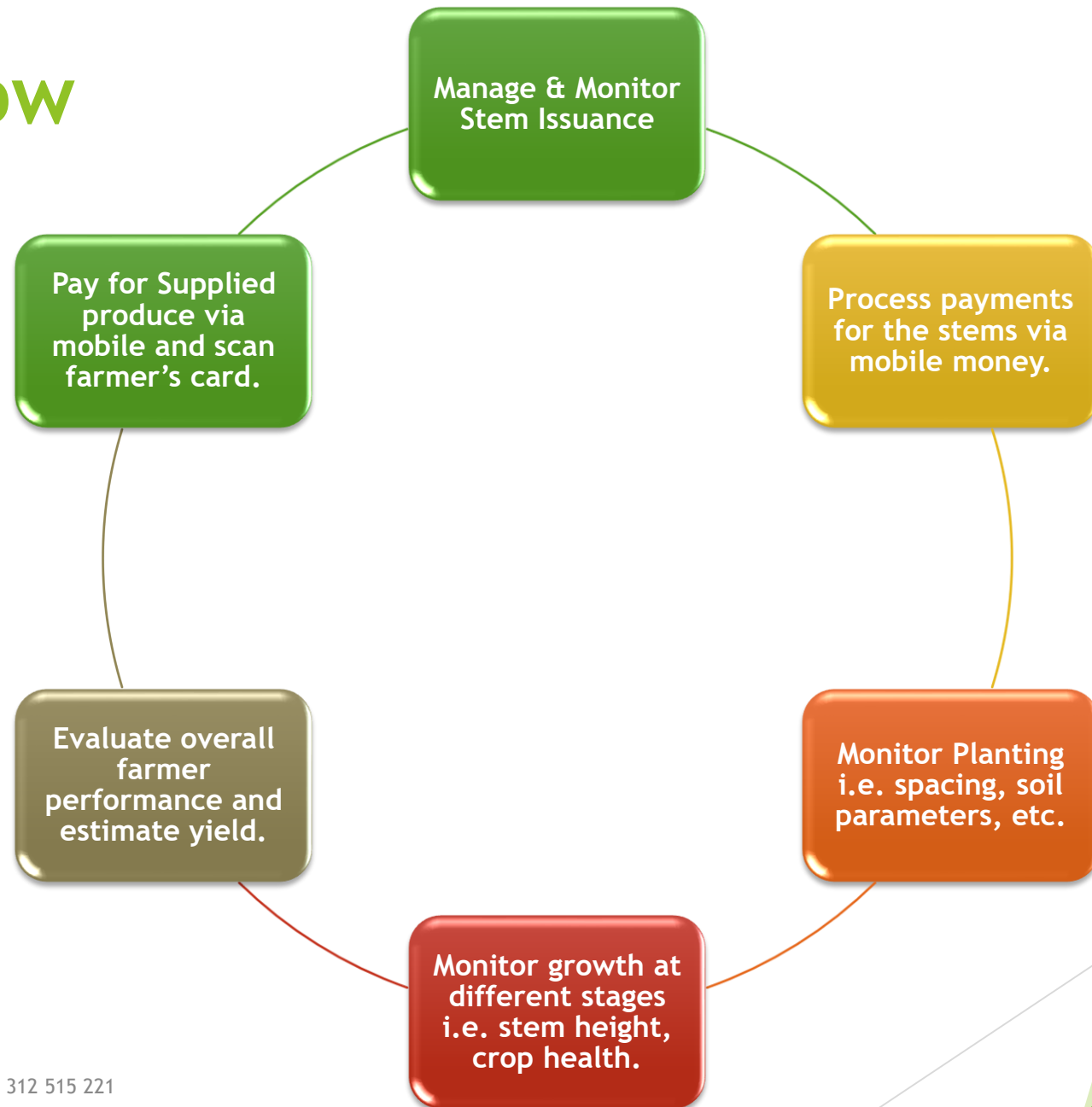
Step 3: Map Farmland

Capture GPS Coordinates of Farmland and link to farmer using the WinWood Millers Card. Additional information captured includes: number of times land was prepared, techniques used in preparing the land, etc.



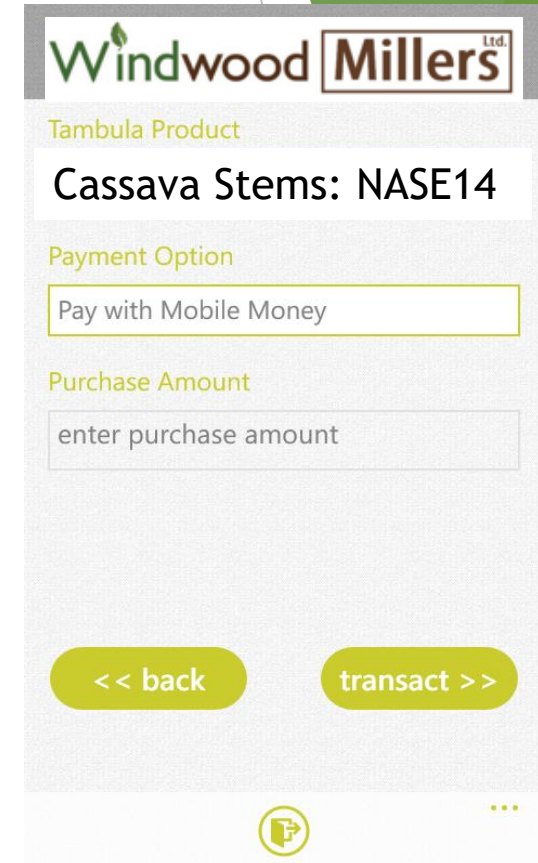
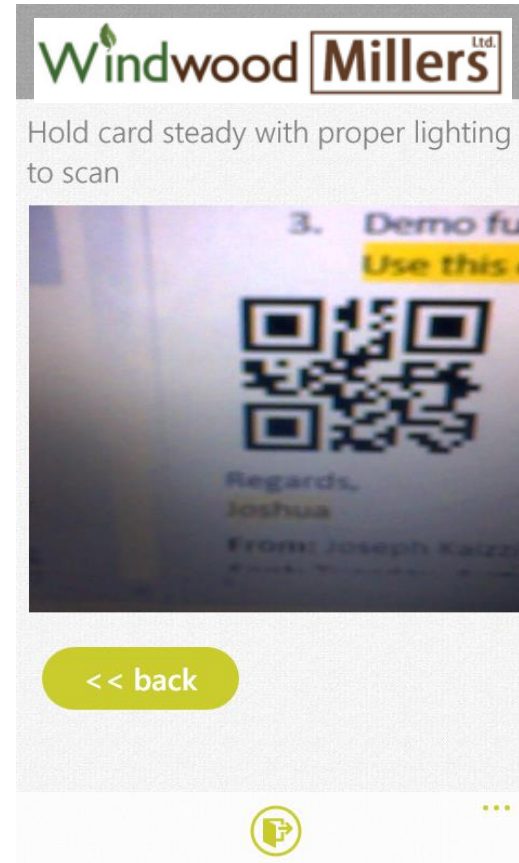
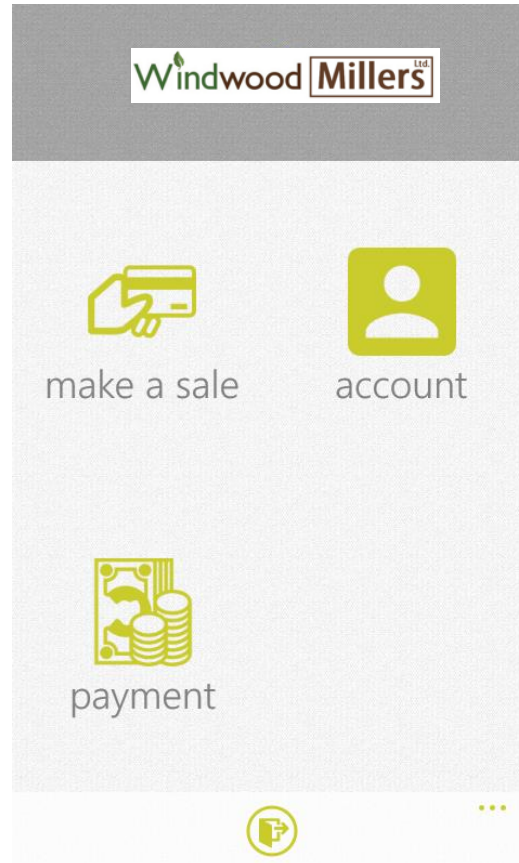
Monitoring & Evaluation

Process Flow



Cassava Stem Issuance

Portal Point
of Sale
Device
present at
WinWood
Miller
offices or
carried
around by
field staff.



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trial today!

