

SOFTWARE AND APPLICATION INNOVATION **AGRICULTURE PRODUCTIVITY IN ETHIOPIA**

Solution Development and Impact Analysis

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**Technical selections
And Mockups**

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SusAF

Target

About Ethiopia

Ethiopia has marvelous opportunities for the commercialization their agriculture product.

However, Ethiopia's current fruit, vegetable, and animal production for export are low values because of fragmented cultivation and lack of quality products.

Agricultural productivity is a major challenge for sustainability as it has a direct impact on the country's food security, economic growth, and poverty reduction.



National Income

Employment- 67%

Export - 80%

GDP - 40%



Lack of modern equipment

1

2

Lack of modern agricultural knowledge



Problem Statement Recap

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Supply chain market



Pest and disease outbreaks

4








Land degradation or soil erosion

AgriAssist

Connecting Ethiopian Farmers to a Sustainable Future

Empowering Farmers, Enriching Agriculture with AggriAssist!

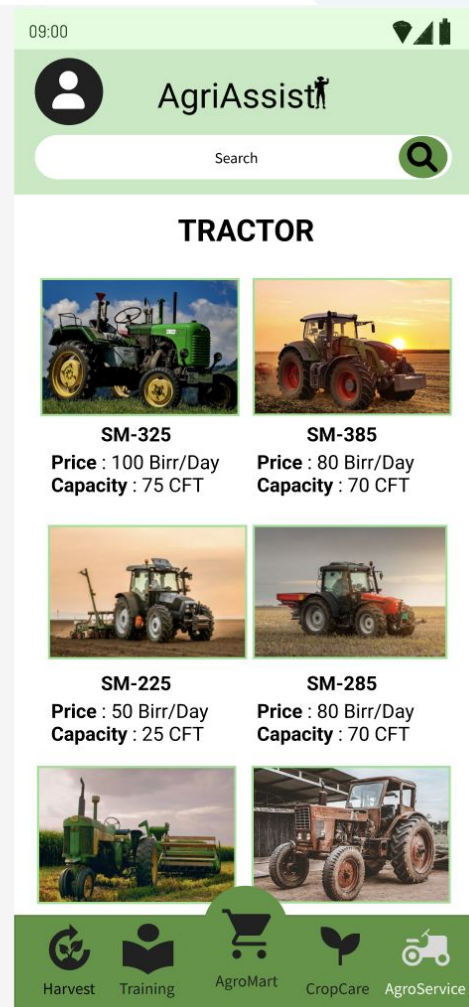
Solution Description

	Tech	Features
 Harvest recommendation and training	Mobile Application	Harvest Forecasting (Problem 2) Recommendation on Seed types (Problem 2) Articles on farming tips (Problem 2) Materials for Sustainable Farming Instruction (Problem 2)
 Pest and disease control		Disease detection (Problem 5) Sell pesticides and fertilizers (Problem 2, 5)
 Investment		Modern Farming Instruments Renting (Problem 1) Transportation & Vehicle Renting (Problem 1)
 Employment		Translator (Problem 2) Educating farmer to use application (Problem 2)
 Supply chain market		E-marketplace (Problem 4)

?

Implications of the lack of modern equipment on productivity and efficiency in agriculture?

How can modern equipment improve the quality and quantity of agricultural products in Ethiopia?

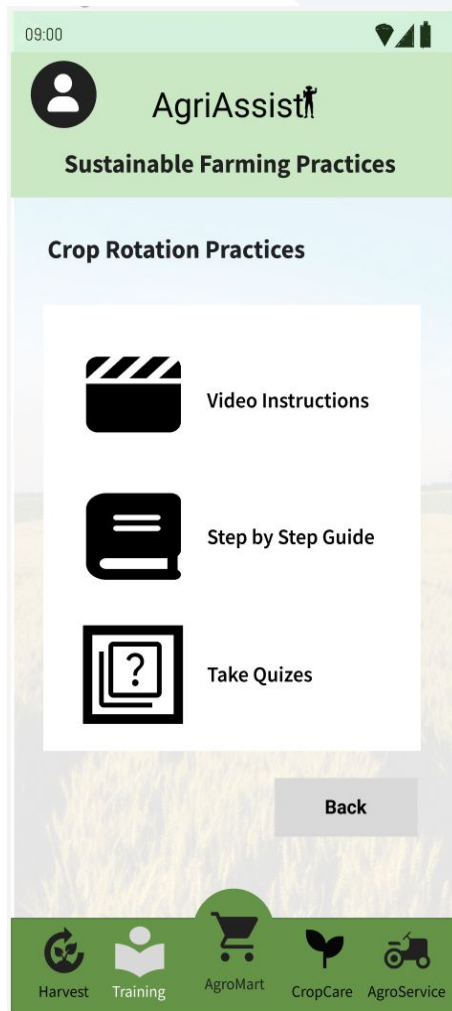
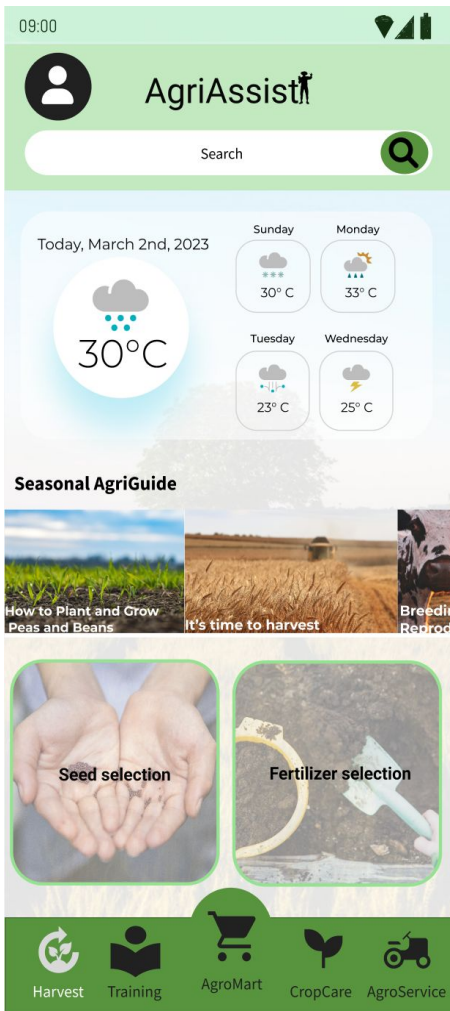




How do low literacy rates affect farmer to adapt modern agricultural practices?

What are the implications of low literacy rates on the adoption of new technologies in Ethiopian agriculture?

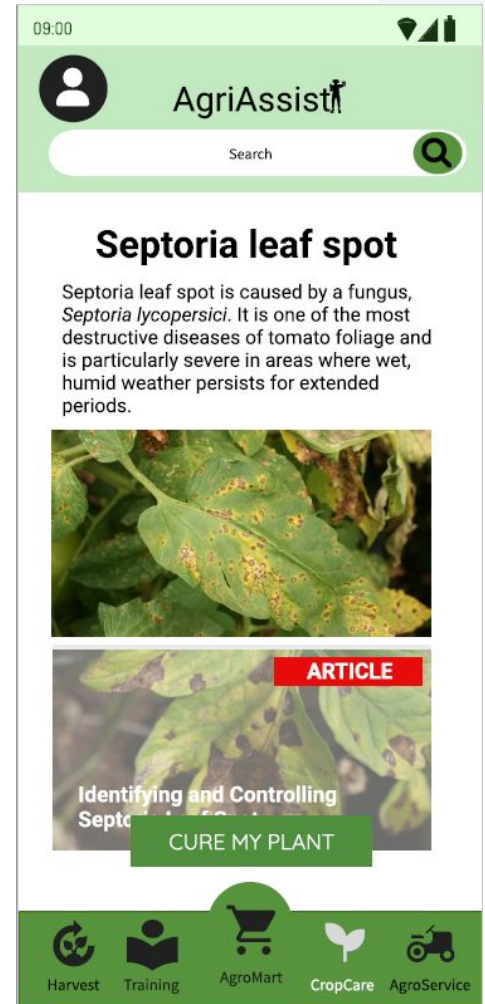
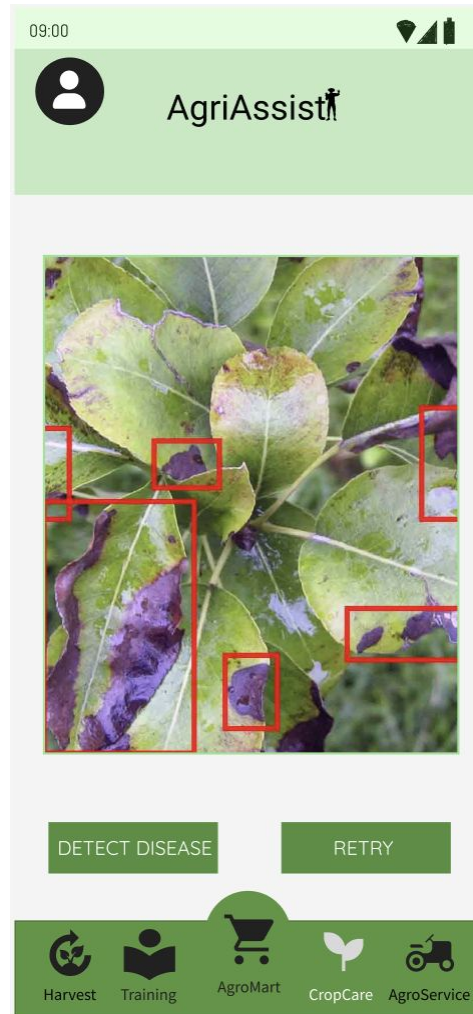
How can literacy rates be improved to support the growth and development of the agricultural sector in Ethiopia?





What are the most common pests and diseases affecting crops in Ethiopia, and how do they impact the agricultural sector?

What measures can be taken to prevent and control pest and disease outbreaks in Ethiopian agriculture?





What are the challenges faced by farmers in accessing markets and selling their products in Ethiopia?

How can the supply chain market be improved to support the growth and development of the agricultural sector in Ethiopia?

09:00

AgriAssist

Agromart

Harvest

Training

AgroMart

CropCare

AgroService

09:00

AgriAssist

Agromart

Carrot
Fresh vegetable
~~ETB.70000~~ / **ETB.60000**

Wheat
Organically grown and fresh
~~ETB.75000~~ / **ETB.70000**

Coffee
Sweet and fruity flavour
~~ETB.30000~~ / **ETB.25000**

Harvest

Training

AgroMart

CropCare

AgroService

AgriAssist 

Impact Analysis



Economic

Supply chain
management

Environmental

Enhancing the lifespan
of plants and preserving
the lands material

Social

Employment and
training and easier
access for farmers

Technical

Equipments investment,
forecasting and disease
control

Wise placement of irrigation, will decrease land erosion

Increase income of smallholder farmers by increasing crop yields leading to overall economic development.

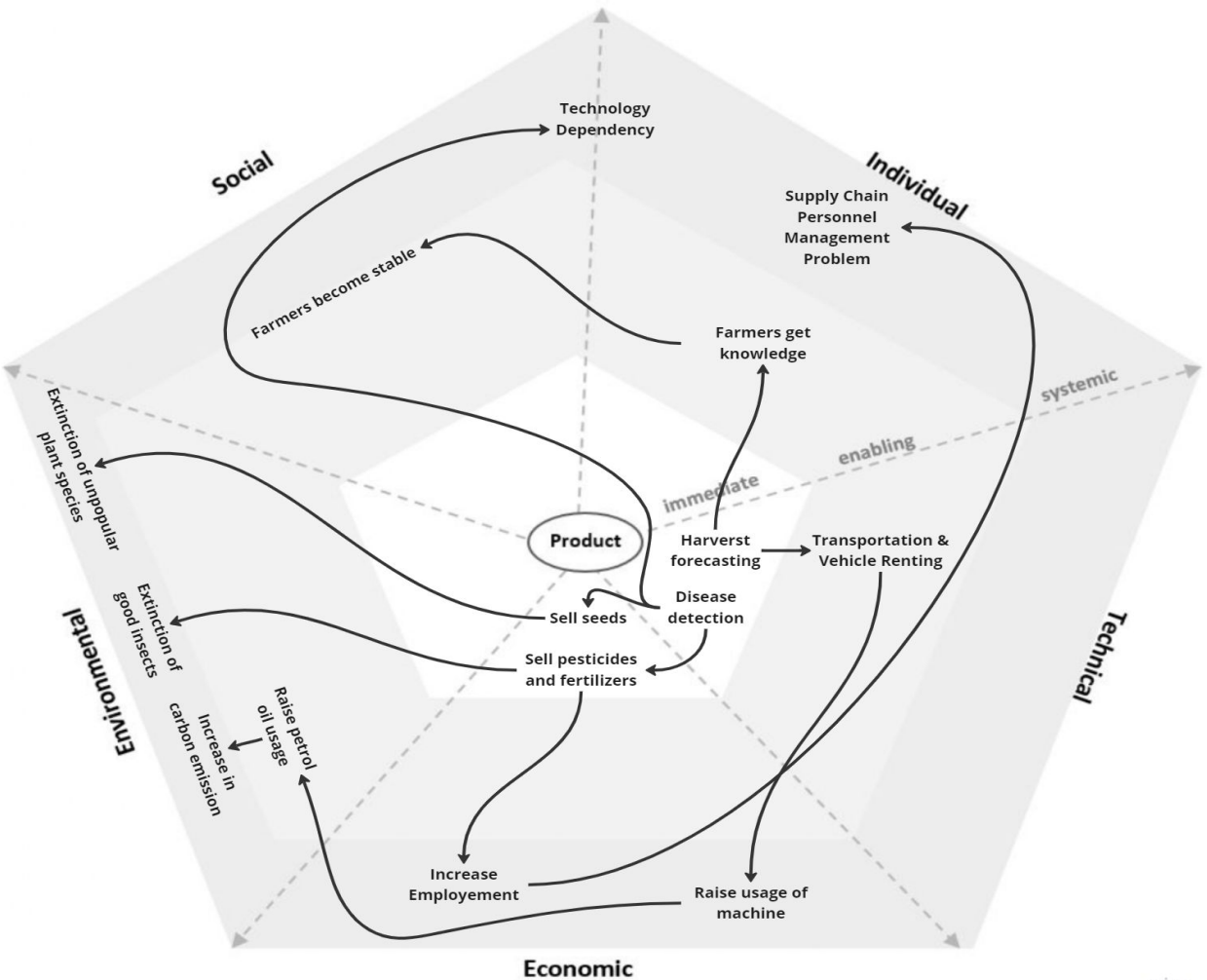
The increase of agricultural output will decrease the price of food, thus ensuring food security and nutrition for all.

Employment opportunities for literate people through our application.

Technology will decrease the load of menial work, which will open the same job scope for males and females.

SusAF Framework Analysis

Potential Effects





Kiitos!

Does anyone have any questions?