

```
<!DOCTYPE html><html lang="en"><head>
<meta charset="UTF-8"> <title>
UmuhinziConnect</title> <style> body
{ font-family: Arial, Helvetica, sans-serif; line-
height: 1.6; margin: 20px; background-color:
#f4f4f4; } header { background-color: #
2e7d32; color: white; text-align: center;
padding: 20px; border-radius: 8px; }
header h1 { margin: 0; } nav { text-align:
center; margin-top: 10px; } nav a { margin:
0 10px; color: white; text-decoration: none;
font-weight: bold; } section { background:
#ffffff; padding: 20px; margin: 20px 0; border-
radius: 8px; box-shadow: 0 0 5px
rgba(0,0,0,0.1); } h2 { color: #2e7d32; }
h3 { color: #388e3c; } ul { margin-left:
20px; } footer { text-align: center; color: #
555; margin-top: 30px; font-size: 14px; }
p.contact-info { font-weight: bold; } </style>
</head><body><header> <h1>
UmuhinziConnect</h1> <p>A Digital Platform
for Enhancing Farmer Access to Agricultural
Information and Markets in Rwanda</p> <p
class="contact-info">Office: Kigali City, Rwanda
| Tel: 0793192564 | Email: <a
href="mailto:gervaisshingiro@gmail.com">
gervaisshingiro@gmail.com</a></p> <nav>
<a href="#introduction">Home</a> <a
href="#problem">Problem</a> <a
href="#objectives">Objectives</a> <a
href="#scope">Scope</a> <a
href="#methodology">Methodology</a>
<a href="#outputs">Outputs</a> <a
href="#beneficiaries">Beneficiaries</a> <a
href="#sustainability">Sustainability</a>
<a href="#promises">Promises</a> </nav>
</header><section id="introduction"> <h2>1.
Introduction</h2> <p>Agriculture is the
backbone of Rwanda's economy, employing
the majority of the population, especially in
rural areas. However, many smallholder
farmers still face challenges such as limited
access to timely agricultural information,
unreliable markets, lack of extension services,
and poor connectivity to modern digital
tools.</p> <p>UmuhinziConnect is a digital
agriculture platform designed to bridge this
gap by using USSD and SMS technologies,
alongside digital platforms, to reach farmers
who have limited or no access to smartphones
and internet services. The platform empowers
farmers with practical information, market
linkages, and communication tools that
improve productivity and income.</p>
</section><section id="problem"> <h2>2.
Problem Statement</h2> <ul> <li>
Limited access to real-time farming
information</li> <li>Difficulty accessing
reliable markets for their produce</li> <li>
Inadequate extension services, especially in
rural areas</li> <li>Low digital literacy and
poor internet connectivity</li> </ul> <p>
These challenges result in low productivity,
post-harvest losses, and unstable farmer
incomes.</p></section><section
id="objectives"> <h2>3. Objectives of the
Project</h2> <h3>3.1 General
Objective</h3> <p>To improve agricultural
productivity and market access for smallholder
farmers in Rwanda through the
UmuhinziConnect digital platform.</p>
<h3>3.2 Specific Objectives</h3> <ul>
<li>Provide farmers with timely agricultural
advisory services via USSD and SMS</li>
<li>Connect farmers with reliable buyers and
markets</li> <li>Support farmers with
weather updates and crop management
tips</li> <li>Enhance financial inclusion
through savings and lending group
integration</li> <li>Promote digital
inclusion among rural farmers</li> </ul>
</section><section id="scope"> <h2>4. Scope
of the Project</h2> <ul> <li>Smallholder
farmers, especially youth and cooperative
groups</li> <li>Rural areas with limited
internet access</li> <li>Crop production,
horticulture, and market-oriented farming</li>
<li>Use of basic mobile phones through USSD
and SMS</li> </ul></section><section
id="methodology"> <h2>5.
Methodology</h2> <h3>5.1 Technology
Approach</h3> <ul> <li>USSD codes for
interactive menus (crop advice, prices,
registration)</li> <li>SMS alerts for
weather updates, pest control tips, and market
prices</li> <li>Optional digital platforms
for partners and extension officers</li> </ul>
<h3>5.2 Data Collection</h3> <ul>
<li>Farmer registration via USSD</li> <li>
Field data from cooperatives and youth farming
groups</li> <li>Feedback through SMS
surveys</li> </ul> <h3>5.3 Implementation
Strategy</h3> <ul> <li>Collaboration with
local leaders and cooperatives</li> <li>
Farmer training and sensitization</li> <li>
Continuous system improvement based on
user feedback</li> </ul></section><section
id="outputs"> <h2>6. Expected
Outputs</h2> <ul> <li>Increased farmer
access to agricultural information</li> <li>
Improved market linkages and reduced
exploitation by middlemen</li> <li>Higher
crop productivity and better farm
management</li> <li>Improved
communication between farmers and
extension services</li> <li>Increased
income and resilience among farming
households</li> </ul></section><section
id="beneficiaries"> <h2>7.
Beneficiaries</h2> <ul> <li>Smallholder
farmers</li> <li>Youth farming groups</li>
<li>Farmer cooperatives</li> <li>
Agricultural extension officers</li> <li>
Local produce buyers and traders</li> </ul>
</section><section id="sustainability">
<h2>8. Sustainability</h2> <ul> <li>Low-
cost USSD and SMS services</li> <li>
Partnerships with agribusinesses and
cooperatives</li> <li>Minimal subscription
or service fees</li> <li>Continuous farmer
engagement and capacity building</li> </ul>
</section><section id="promises"> <h2>
Customer Promises / Benefits</h2> <ul>
<li>Timely agricultural advice via USSD and
SMS</li> <li>Reliable access to buyers and
market prices</li> <li>Practical weather
updates to reduce crop loss</li> <li>
Support for financial inclusion through
cooperative savings and loans</li> <li>
Continuous support and guidance to improve
productivity</li> <li>Inclusive platform for
all farmers, even with basic phones</li> </ul>
</section><footer> <p>&copy; 2026
UmuhinziConnect Project | Prepared by
Gervais Shingiro</p></footer></body></html>
```