

GBRI has embraced technology in its enterprise and introduced an App, by the name, Bwana Shamba App. The technology in this App is designed to bridge the technical skills gap in an accessible manner for free.

As a young 30-year-old agri-entrepreneur, Ms. Hadija Jabiri espouses the ideals carried in the Africa Union 2063 Agenda under a public-private partnership (PPP) framework, in a way that puts her way ahead of the rest. Ms. Jabiri, the Chief Executive Officer of GBRI Solution, a company that specializes in agro-processing, adding value to agricultural produce for the local Tanzania market and the European export market.

The Africa Union Agenda 2063 carries a vision for a prosperous Africa based on inclusive growth and sustainable development; thus, the need for the continent to invest in modern agricultural practices and technologies. The Comprehensive African Agricultural Development Programme (CAADP) is one of the continental frameworks under Agenda 2063 aimed at helping African countries eliminate hunger and reduce poverty by raising economic growth through agriculture-led development as well as promoting increased national budget provision to the agriculture sector. Through CAADP, African governments are expected to increase investment level in agriculture by allocating at least 10% of national budgets to agriculture and rural development, and to achieve agricultural growth rates of at least 6% per annum. CAADP also sets targets for reducing poverty and malnutrition, for increasing productivity and farm incomes, and for improvements in the sustainability of agricultural production and use of natural resources.

Through the market brand Eatfresh, GBRI is producing

