**PROPOSAL**

**PROJECT TITLE:** INCREASE OF ACCESS OF FARMERS TO THE MARKET IN MUNI SITE, ARUA

**PROJECT CONTACT**

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**Implementers**:PELEL INNOVATION ENTERPRISES

**Country:** UGANDA

**Total Project cost:** 12,235,000/=

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## EXECUTIVE SUMMARY

PELEL innovation enterprises is a start-up enterprise (formed by students from Muni University) dealing in innovation based project development done through implementing Information Technology(IT) to solve day-to-day problems faced by agriculture practitioners. Our goal is to help farmers simplify their real life difficulties through IT.

We are coming up with AGRIEASY APP (which is a mobile application that works both online and offline with a website link) to solve the problem of communication between customers and farmers, promote easy recording keeping, improve information and marketing for local farmers.

Challenges that might hinder our social enterprise’s success include power shortages (especially during the dry season), poor internet connection and limited expertise. We shall overcome these challenges through working late in the night since power is usually on at night, we shall buy a Mi-Fi to solve the internet connection problem, and we shall be seeking training from experts in the field. We shall work hand in hand with the muni university administration, the local leaders, community members and any other organizations working with applications development to see our enterprise stand to expand.

Our budget cost for the project is 12,235,000/= only and we shall access the funds through our account.

## INTRODUCTION

According (**Uganda-Employment In Agriculture, 2020)**, Agriculture accounts for the 72.44% of employment in Uganda about, 85% of the farming community are small scale holders with averages of 2.5 hectares and about 3% do large scale agriculture. However the agricultural industry is still being affected by lack of information, recording keeping and marketing of the products. A research done on  **(The Potential of Mobile Phones in Transforming Agriculture, 2013)** shows 65% of the farmers have a mobile phone with 90% of the households having access to a mobile phone, and the number has gone much higher today ( (Uganda's mobile **phone subscribers hit 28.4 million, 2020**)with mobile subscription of 28.4million own phones, 5.22millions of them owning smartphones and internet penetration of 42%).

## BACKGROUND

PELEL innovation enterprises is formed by students from Muni university (the team members include Lele Janet, Kulubasi Laban, Tumuwebaze Pterson) we are based at muni site, Arua Uganda. Our agribusiness idea is at development stage; it is a service and we have not raised money yet.

PELEL enterprises started after the breakout of Covid-19 pandemic when we realized the problems farmers encounter due to limitations set on physical contacts. Our organization targets the youth and other vulnerable groups ( like farmers who are unable to reach money lenders on time) and those with less knowledge in the farming activities they are practicing. Through use of IT(application developments), we shall employ some few youths and we also hope through improving the connectivity between farmers and money lenders, the farmers will increase their production which will improve livelihoods in local people.

**The roles and responsibilities**

**The project manager (**Kulubasi Laban)**:** Is the client’s main point of contact, coordinating the work of the whole team, reports directly for the customers.

**Designer and Developer (**Tumwebaze Pterson)**:** Creates the app’s user interface and map out how the use will experience the app, responsible for the visual representation of the ideas, the product’s usability and its overall look and feel. **The** **developer** creates the back bone of the application (write the code and build the products inner architecture so that it meets the customers’ requirements)

**Administrator/Accountant (**Lele Janet)**:** Responsible for preparing financial reports, budgets, and financial statements for the organization. Handles all financial transactions for the company, serves as internal auditor for the company.

**Assistant Developer (External) (**Charles**):** Creates the back bone of the application (write the code and build the products inner architecture so that it meets the customers’ requirements)

## 

## Problem statement

Less extension services (advisory services) to farmers leave most of the uneducated ones with less knowledge about the activities they perform which has kept production rate of such farmers low.

Long process involving resource wastage taken by money lenders and financial institutions to approve and give loans to farmers.

Limitation of personal contact as directed by the ministry of health can’t allow most farmers and consumers to visit market places on a daily basis because this would as well put their lives at risk of contracting COVID 19 which has put a limit on the number of people physically accessing financial institutions.

Most farmers find it tiresome and resource wasting to keep records and track the performances of their farms.

## PROPOSED INTERVETION

**How the application intends to solve the problem.**

The application will provide free knowledge to farmers about Good Agronomic Practices. This includes the practices and how often they should be done.

Farmers will as well be able to access loans in the shortest period of time which gives them a chance to cover their agent needs.

Users of the application will be able to track their earnings and expenditure periodically and identify whether they are making profits so that they can either keep it up and improve or making losses so that they can re-engineer their processes.

Following the existence of COVID 19 that limits personal contacts among the people, the application will give farmers and financial institutions a chance to connect and operate virtually.

**Our application is unique** in that it only focuses on agriculture

This application can be used both online and offline (using sms) which makes it very convenient in areas with network problems and cheaper. It will also be updated regularly.

The softwares we intend to use include, android studio with flutter for the application that supports android and iOS versions, word press for the website, APIs to support monetary transaction, sql and php for the database.

Our Vision: To be an enterprise that best suits farmers objectives and ease customers daily access to quality farm produce.

Our Mission: To create a sustainable market potential for the farming sector.

Our values: Transparency, integrity, fidelity, hard work, love, and accountability.

## OBJECTIVE

To increase demand for farm products

To improve the book keeping habits of farmers

To increase the linkage between consumers

To enable easy access of famer’s products by consumers

To limit personal contact when carrying out transactions

To increase sales during this Covid-19 period

**Benefits of the project to farmers**

Our application eases the connection between farmers and customers through easy communication via the application. It also improves the record keeping, access of information, and marketing of products by farmers. Thirdly it increases customer awareness of the products in the market. It also increases farmers’ access to the market to improve their livelihoods. It lowers cost involved in trading. To add to this, it enables easy allocation products needed that is to say search options tend to vary depending on customer’s location.

## PROJECT ACTIVITIES

Input tables connected to the central database are implemented to enable users interact with the system.

Users have free access to content in the databases at any time.

Increasing customer awareness of the productions in the market: The application implements search widgets for users to search and access the required information.

The application has a link to the website that acts as a user manual with documentation about the application’s usage and functions.

## EXPECTED OUTPUTS

Our application will enable framers increase their production, better their records keeping, and be more informed about their customer needs, improve their livelihood, and low trading costs. Agrieasy app will Increase connectivity between framers and customers, customers will be aware of the products on the market.

## MODE OF DELIVERY

We intend to deliver the application via play store, farm association, institutions, and government. We shall advertise our application on radio to create its awareness

## SUSTAINABLITY

We shall charge a small fee from the farmers for membership (10,000/= from small scale farmers and 20,000/= from large scale farmers for maintenance).

## WORK PLAN

**Prototype for AGRIEASY APP**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **WORKPLAN FOR PLELE INVATION ENTERPRISES 2021** | | | | | | | | | | | | |
| **ACTIVITIES** | **JAN** | **FEB** | **MAR** | **APR** | | **MAY** | JUN | **JUL** | **AUG** | **SEP** | **OCT** | **NOV** | **DEC** |
| Planning meetings |  |  |  | |  |  |  |  |  |  |  |  |  |
| Designing |  |  |  | |  |  |  |  |  |  |  |  |  |
| Training of developers |  |  |  | |  |  |  |  |  |  |  |  |  |
| Development |  |  |  | |  |  |  |  |  |  |  |  |  |
| Implementation and Testing |  |  |  | |  |  |  |  |  |  |  |  |  |
| Consultancy |  |  |  | |  |  |  |  |  |  |  |  |  |
| Monitoring |  |  |  | |  |  |  |  |  |  |  |  |  |
| Report writing |  |  |  | |  |  |  |  |  |  |  |  |  |
| Monitoring and Evaluation |  |  |  | |  |  |  |  |  |  |  |  |  |
| Advertisement |  |  |  | |  |  |  |  |  |  |  |  |  |
| Training of users |  |  |  | |  |  |  |  |  |  |  |  |  |

**By**

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