



# GEAVET DIGI-BASED COACHING MODULE FOR WOMEN IN SUSTAINABLE AGRI-BUSINESS AND ENTREPRENEURSHIP

## DELIVERABLE 4.2

### GEAVET PROJECT N° IO1129027

### “INCLUSIVE GREENING EXCELLENCE IN THE AFRICAN EDUCATION AND TRAINING ECOSYSTEM”



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# **PART I: SKILLS DEVELOPMENT FOR MODERN FARMING PRACTICES**

## **SECTION 1.1: Introduction to Digital Tools in Agriculture**

### **1.1.1: Understanding Digital Tools in Agriculture**

Digital tools in agriculture are technologies that use mobile phones, computers, or communication networks to support farming and agribusiness activities. These tools help farmers access information, plan better, reduce risks, and improve productivity and income. For women in Uganda and across Sub-Saharan Africa, digital tools are becoming increasingly important because they help overcome challenges such as limited access to extension services, long distances to markets, and changing climate conditions.

Digital tools can support women farmers at every stage of farming and agribusiness. They can be used to receive weather forecasts, learn about improved farming practices, track market prices, manage farm records, and receive or send payments. By bringing information directly to a farmer's phone, digital tools reduce dependence on middlemen and help women make informed decisions.

It is important to understand that digital agriculture does not only mean using smartphones or the internet. Many digital services are designed to work on basic mobile phones that are commonly used by women in rural areas. These include SMS messages, voice calls, and simple dial codes that do not require internet access.

Reflective Questions:

1. What type of phone do you currently use?
2. What farming information do you already receive through your phone?
3. What information do you wish you had?

#### **Visual Link**

What is Digital Agriculture?

[What is Digital Agriculture?](#)

From the FAO channel.

Question:

What new opportunity did you learn about and how could this apply to your learning activity?

### **1.1.2: Digital Tools Used by Women Farmers in SSA**

Women farmers in Sub-Saharan Africa use different types of digital tools depending on the type of phone they have and the availability of network services. Basic mobile

phones are widely used and support services such as SMS messages with farming tips, weather alerts, and market price updates. Mobile money services are also very important, as they allow women to save money, receive payments, and pay for inputs safely without travelling long distances.

Smartphones, where available, provide access to mobile applications that offer more detailed services. These include weather forecasting apps, digital marketplaces, pest and disease identification tools, and farm record-keeping applications. However, smartphone use among rural women remains limited due to cost, internet access, and digital skills.

Information and Communication Technology (ICT) solutions have been developed specifically for rural contexts. These include USSD services that work by dialing short codes, voice-based advisory services in local languages, and radio programs that allow farmers to interact using their phones. Such tools are especially useful for women with low literacy levels or limited digital experience.

### **Visual Link**

Mobile Money Explained.

[Introducing the GSMA Mobile Money Certification](#)

From GSMA mobile for Development

Question:

Do you Use Mobile Money? For what purpose and can you use it for savings or business payments?

### **1.1.3: Bridging the Digital Divide for Women in Agriculture**

Despite the growing availability of digital tools, many women in SSA still face barriers that limit their ability to benefit from digital agriculture. This situation is commonly referred to as the digital divide. Women are less likely than men to own mobile phones, access the internet, or receive digital skills training. In Uganda, many rural women share phones with family members and have limited time and confidence to explore digital services.

The digital divide matters because it affects women's ability to access timely information, participate in markets, and grow their agribusinesses. Without access to digital tools, women may sell produce at low prices, miss weather warnings, or fail to access financial services such as credit and insurance. Bridging this divide is therefore essential for women's economic empowerment and food security. Digital inclusion for women requires more than providing devices. It involves building confidence, offering practical training, using local languages, and promoting peer learning. When women

learn together and practice using digital tools in a supportive environment, they are more likely to adopt and continue using these technologies.

### **Visual Link**

Bridging the Gender Digital divide.

[How to Bridge the Digital Gender Divide? Global Tech Challenge: Solutions for Women | 2021 Winners](#)

From World Bank Group Channel

### **Question:**

What barrier do you relate to most and how can you take small steps to overcome it?

### **1.1.4: Localized Digital Solutions for Rural Women**

Digital tools are most effective when they are adapted to local realities across Sub-Saharan Africa. Localized digital solutions are designed to function in rural environments, support local languages, and respond to the unique needs of women farmers. For instance, in Kenya, the **iCow platform** provides SMS-based advisory services for livestock management, allowing women to receive timely tips on animal health and feeding practices. In Nigeria, the **Hello Tractor** app enables women to access affordable tractor services via a shared platform, improving farm efficiency without requiring individual ownership of machinery. In Senegal, voice-based messaging systems deliver crop and weather advice to women with low literacy levels, ensuring information is accessible at convenient times.

Community-based digital access points, such as shared tablets or phones managed by women's cooperatives, also play a crucial role. They create spaces for learning, sharing experiences, and building digital confidence. By leveraging these localized tools, women farmers can improve farm planning, respond more effectively to climate risks, access market information, and strengthen their participation in agricultural value chains. When combined with coaching and mentorship, these digital solutions become powerful enablers of sustainable agribusiness

#### Reflective Questions

- Which digital tools are already available in your community, and how can they be adapted for women farmers?
- How can women's groups share access to technology to support learning and collaboration?

**Activity:**

Create a small mapping of available digital services in your area and discuss how each could benefit women in your group.

**Visual Link**

iCow app supporting farmers in Kenya with advisory services

[iCow app unlocking Kenya's farmers potential.](#)

Hello Tractor: Digital Mechanization for farmers (Explains how the Hello Tractor platform connects farmers with tractor services)

[Agriculture and Digital Innovation for Jobs: Inside Hello Tractor | Talking Development](#)

Hello Tractor PayG: Women and Mechanisation

[Hello Tractor PAYG - Women and Mechanization](#)

How can platforms like those shown above be of help in your community?

**1.1.5: Activity: Exploring Simple Digital Tools**

This activity helps participants build confidence in using digital tools for everyday farming and agribusiness decisions. Women are encouraged to **identify one digital service available in their community**, such as a weather SMS alert, a market price USSD code, or a mobile-based advisory service.

**Steps:**

1. **Hands-on Practice:** Participants try using the service on their phones or a shared device.
2. **Reflection:** After using the tool, answer the following:
  - How did this tool help you understand your farm or business better?
  - What challenges did you face while using it?
  - Can you think of ways to overcome these challenges?
3. **Group Discussion:** Share experiences, identify common challenges, and brainstorm practical solutions. Encourage participants to suggest **ways to support each other** in using digital tools.
4. **Action Planning:** Each participant should set a **small goal** to use the digital service for one week (e.g., checking market prices daily or tracking weather for planting decisions).

**Visual Link.** [Empowering women smallholder farmers through digital micro insurance](#)

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- **YouTube Video – Hello Tractor Nigeria** <https://www.youtube.com/watch?v=0190iFlbbAU>