



SIMAgri: a digital platform for Delta market actors

Basic Information

Title of innovation/initiative/model:	Using digital technology to strengthen the resilience of farming and business communities in the remote areas of the Mali Delta Zone.
Office and initiator/designer	Mali Feed the Future Sugu Yiriwa
Donors	USAID
Partners	AMASSA AFRIQUE VERTE, AMPRODE SAHEL
Start date/end date	January 2021 - January 2026
Budget	25M \$

Descriptive content

1. Who are the impact and target and target groups of the model?

The impact groups of the model are the farming and business communities, and the target groups are the market actors – namely the small-scale producers, the agro-dealers, the village saving and loan associations, the microfinance institutions, the micro, small and medium enterprises, government-led technical services, and other actors.

2. How many people are currently reached?

Thus far 23,455 people have been reached and the subscription process is ongoing.

3. What does it aim to achieve?

The SIMAGRI digital platform aims to improve access of the producers to reliable market information and create sustainable linkages between market actors.



4. How does it work? What are its main strategies/activities/technology/ToC?

Sugu Yiriwa aims to accompany the market actors – mostly the small-scale producers – to efficiently address constraints and challenges that are related to market system development. One of those constraints is the movement restrictions due to social conflicts and insecurity that are exacerbated by the arrival of COVID-19 – which contributes to further disrupt the already poorly functioning markets. The strategy consists of collaborating with ICT companies and local partners to build and/or develop digital-base solutions to facilitate transactions between the market actors without having to expose themselves to unnecessary risks.

As anchor activities, CARE-Mali through Sugu Yiriwa, identified the existing digital platforms, diagnosed them, and improved their performance toward an adaptation to the reality on the ground. Additional markets have also been added to the platform to ensure a larger geographic coverage.

With their smart phones, the market actors can access the SIMAGRI platform to sale or purchase goods using three canals: 1) the web: <http://mali.simagri.net>; 2) the 36029 number allowing users to send and/or request information via SMS and 3) the android application which allows the users to have immediate access to the platform by scanning the QR code.

Descriptive content

5. What are its achievements, successes and/or failures so far?

Achievements: The platform is up and running, the subscription process is doing well, the market actors are already using the platform to sell and purchase agricultural products. Thus far, **23,455** people have been registered to the platform and the process is underway.

Challenges: Instability of the network coverage, impact of the low literacy rate on the subscription's rate.

6. What are its achievements, successes and/or failures so far?

The use of digital technology can contribute to strengthening the resilience of market actors – especially in a context of insecurity. Technology plays a crucial role in the market system development of the Delta zone as it offers other viable options to market actors to keep doing business despite the insecurity.

7. What's next based on the emerging learning- what do we do differently, stop, and start doing?

Sugu Yiriwa has reinforced the performance of the SIMAGRI digital platform by integrating a certain number of services to better serve the users/market actors. Integration of a voice server that will enable illiterate farmers to access market information. Sugu Yiriwa is also working with the Viamo digital platform to raise awareness among target populations on key topics (such as safe handling of chemicals, crop insurance services, etc.)

