

ICT & ENTREPRENEURSHIP TRAINING FOR FEMALE FARMERS

Agriculture employs over 75% of the country workforce. Yet the demand for agricultural produce keep increasing as the population swells while many of the small-scale farmers aren't able to meet up with the demands.

According to a report from the UN Department of Economic and Social affairs, Nigeria is projected to be the world's third populous country by the year 2050.

This is an urgent need to think out of the box, be creative and innovative if we want to feed our teeming population.

ICT is the vehicle that drives development in all sector of the economy, including agriculture.

It will enable farmers use research data and adopt technology necessary to accelerate growth in the agricultural sector.

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What is ICT

"ICT" means Information and Communication Technology.

It is a diverse set of technological tools and resources used to communicate, and to create, disseminate, store, and manage information

The technologies include computers, the internet, broadcasting technologies (radio and television), and telephony

What is Agriculture

It is the Cultivation of Crops and the Rearing of Animals for Man's Use

Who is a farmer?

Traditionally, a farmer (also called an agriculturer) is a person engaged in agriculture. Broadly speaking, a farmer is also someone who takes part in any of the agricultural value chain.

APPLICATION OF ICT

1. ICT can help in improving the management of your business

A simple spreadsheet can help you to prepare your

- ☐ Accountant information
- ☐ stocks control
- ☐ Inventory

2. Microsoft Project

- ☐ Enable you to manage project life-cycle

3. ICT can help make it easier to comply with administrative formalities

- ☐ Business registration

You can start up the process of registering your business by visiting Nigerian Corporate Affairs Commission website - <http://new.cac.gov.ng/home/>.

- ☐ Taxation

The Federal Inland Revenue Service (FIRS) has introduced Electronic Filing of Tax Returns And Online Payment Of Taxes. The e-tax pay is an online self-service tax payment system whereby the taxpayers are given an opportunity to pay their taxes through their banks' online payment portal. Website – <http://www.firs.gov.ng>

4. ICT can help to enhance your communication with others

- ☐ From using e-mail
- ☐ A simple web site
- ☐ Using social media
- ☐ A sophisticated e-commerce system

5. ICT can help in the development of my skills

- ☐ e-learning platforms like www.youtube.com
- ☐ Search engines like www.google.com
- ☐ Networking

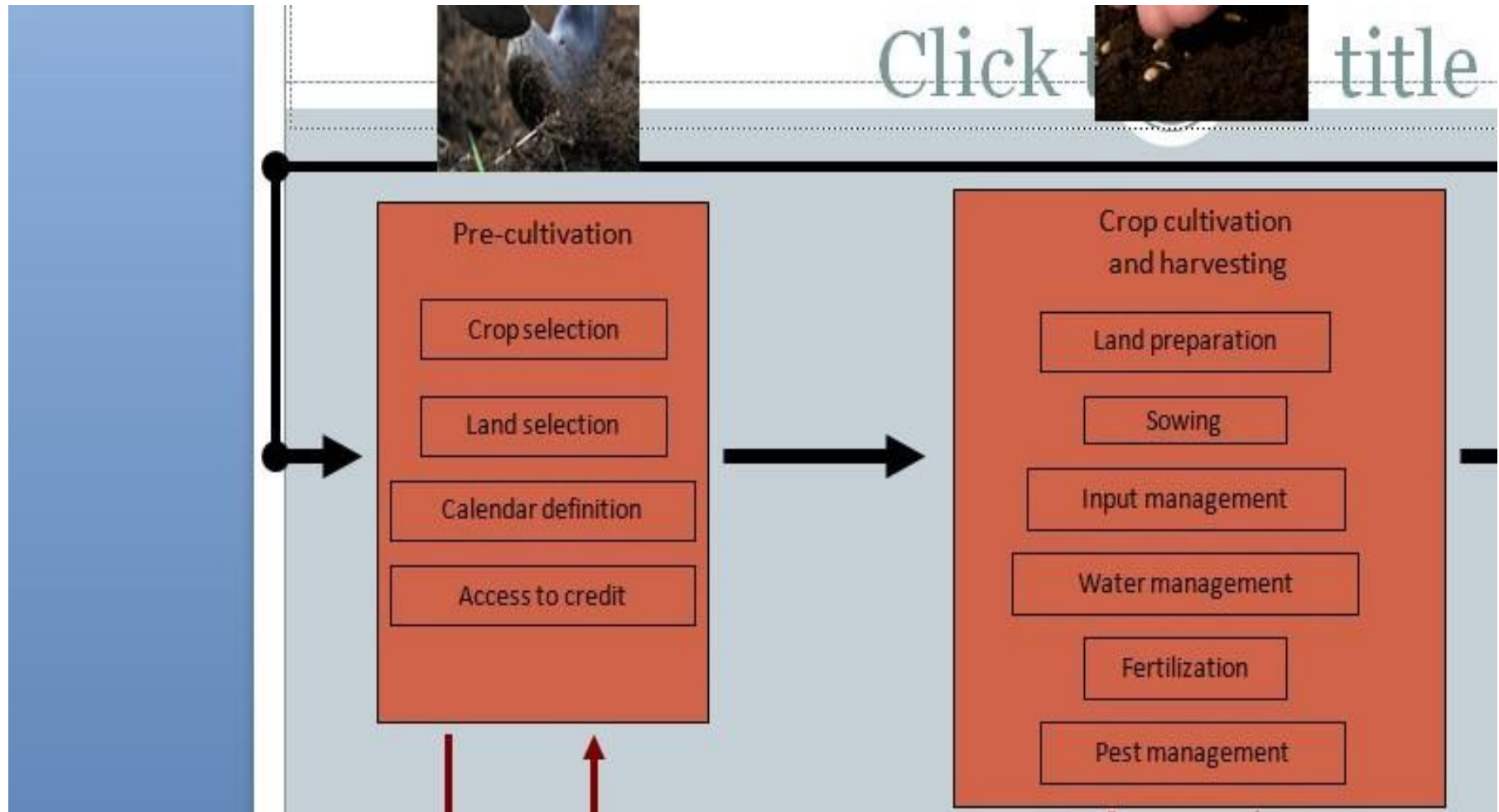
6. ICT can help in the design and development of my product

- ☐ Photoshop Application
- ☐ Macromedia fireworks
- ☐ AutoCAD Application

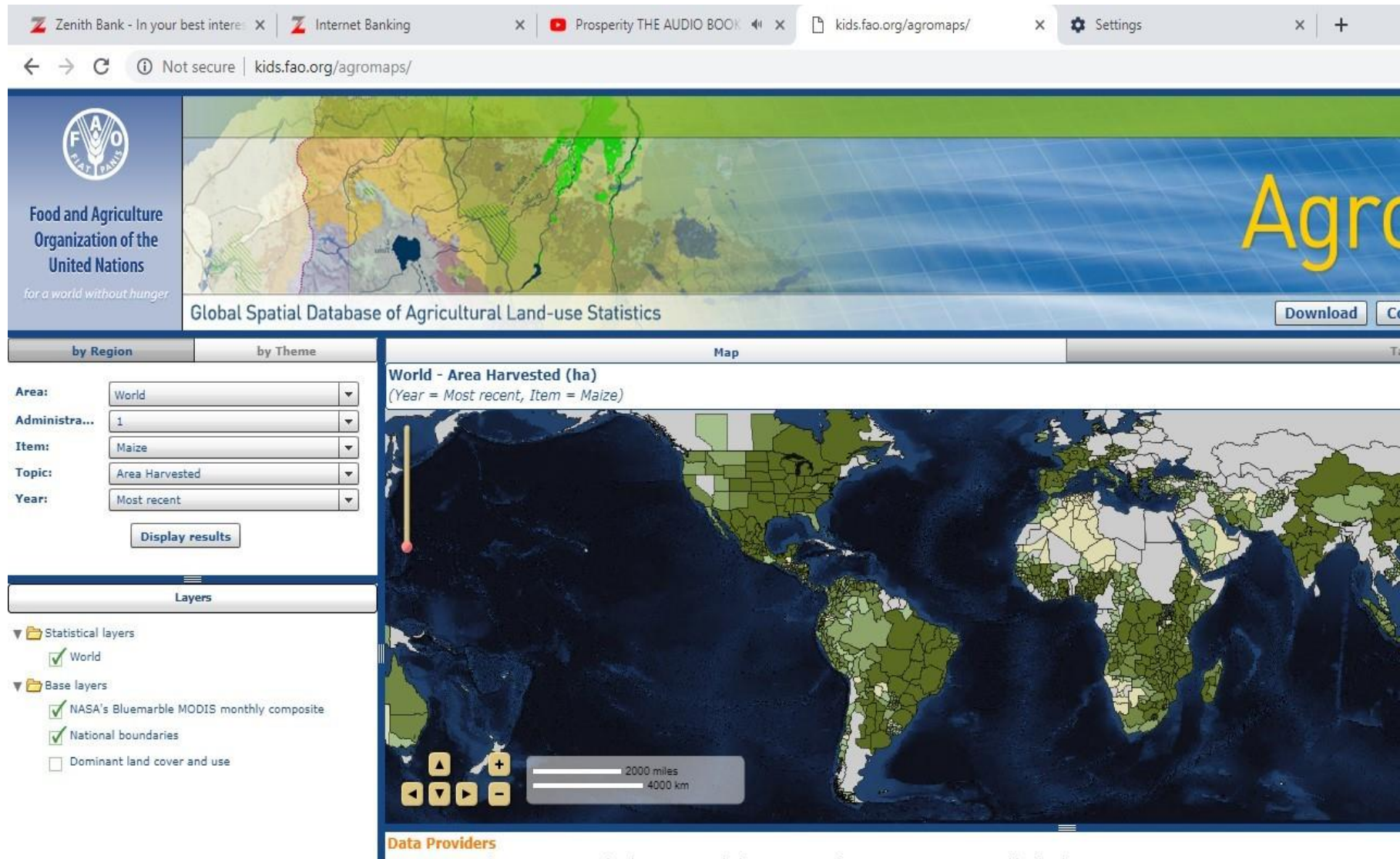
7. ICT can help me sell my goods

- ☐ Internet Business can be carried out in E-commerce Website of Social Media Platforms

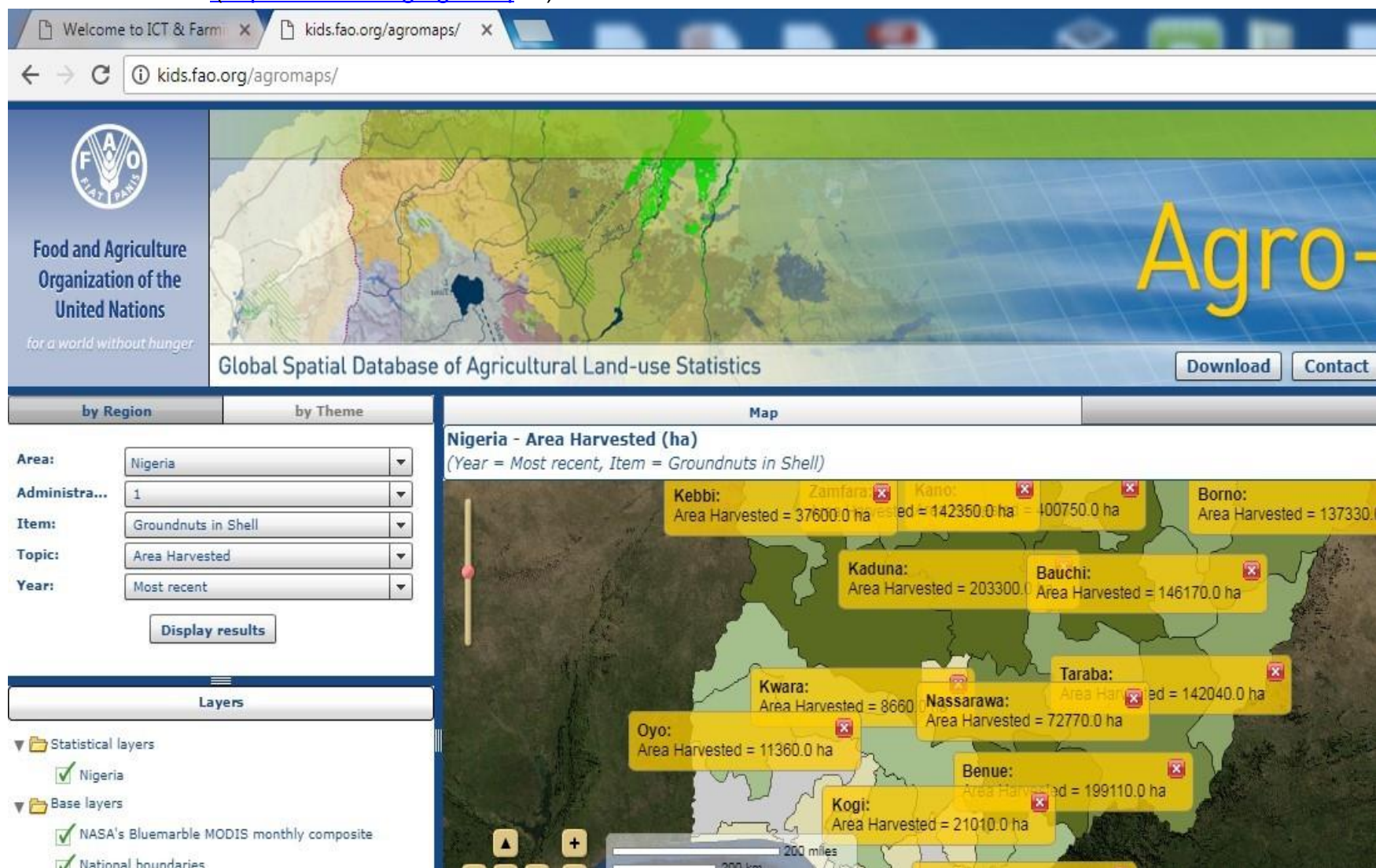
8. PROVISION OF RELEVANT INFORMATION IN ALL THE PHASES OF FARMING PRACTISE



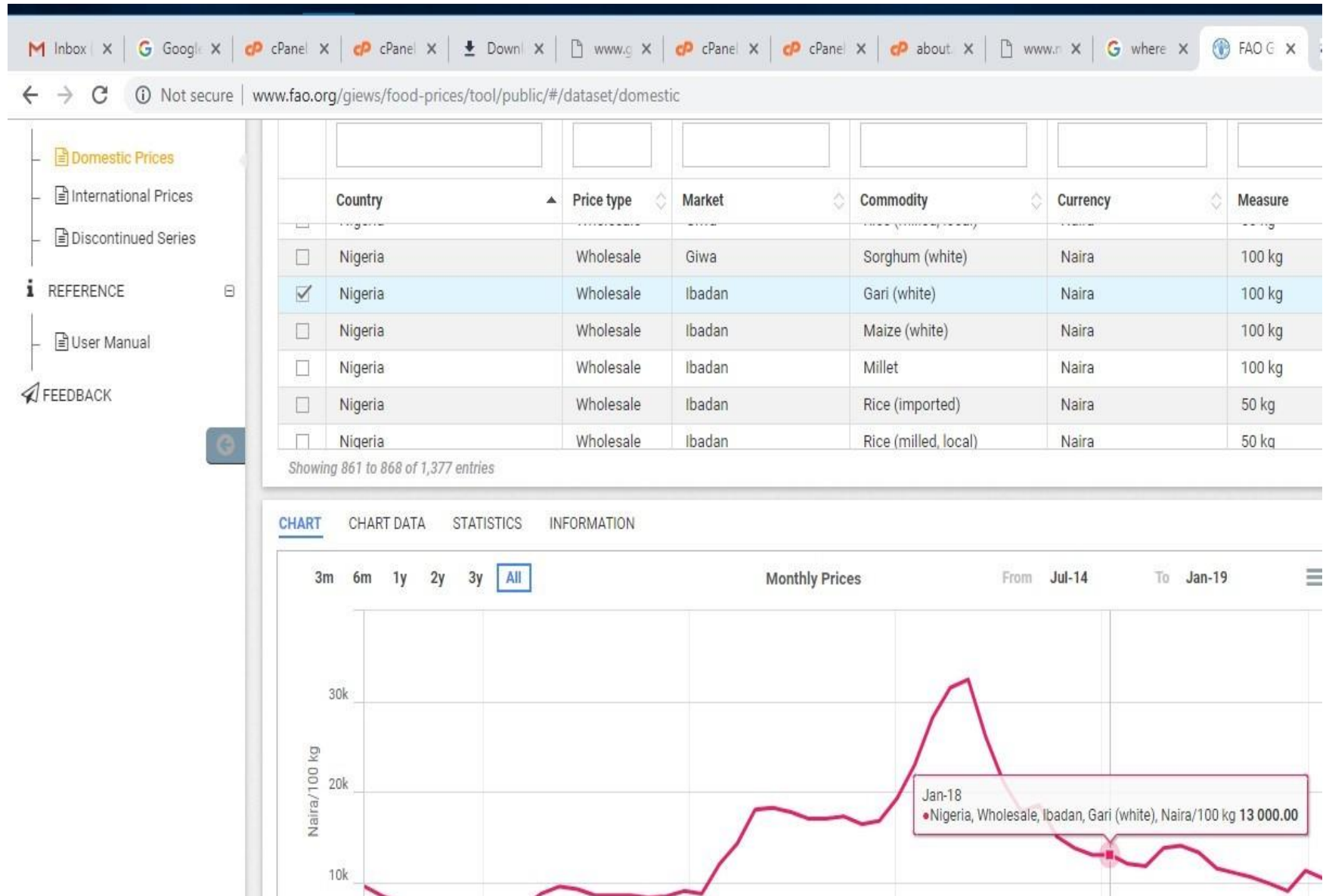
9. Global Spatial database of Agricultural Land-use Statistics from Food & Agricultural organization of the United Nation (<http://kids.fao.org/agromaps/>)



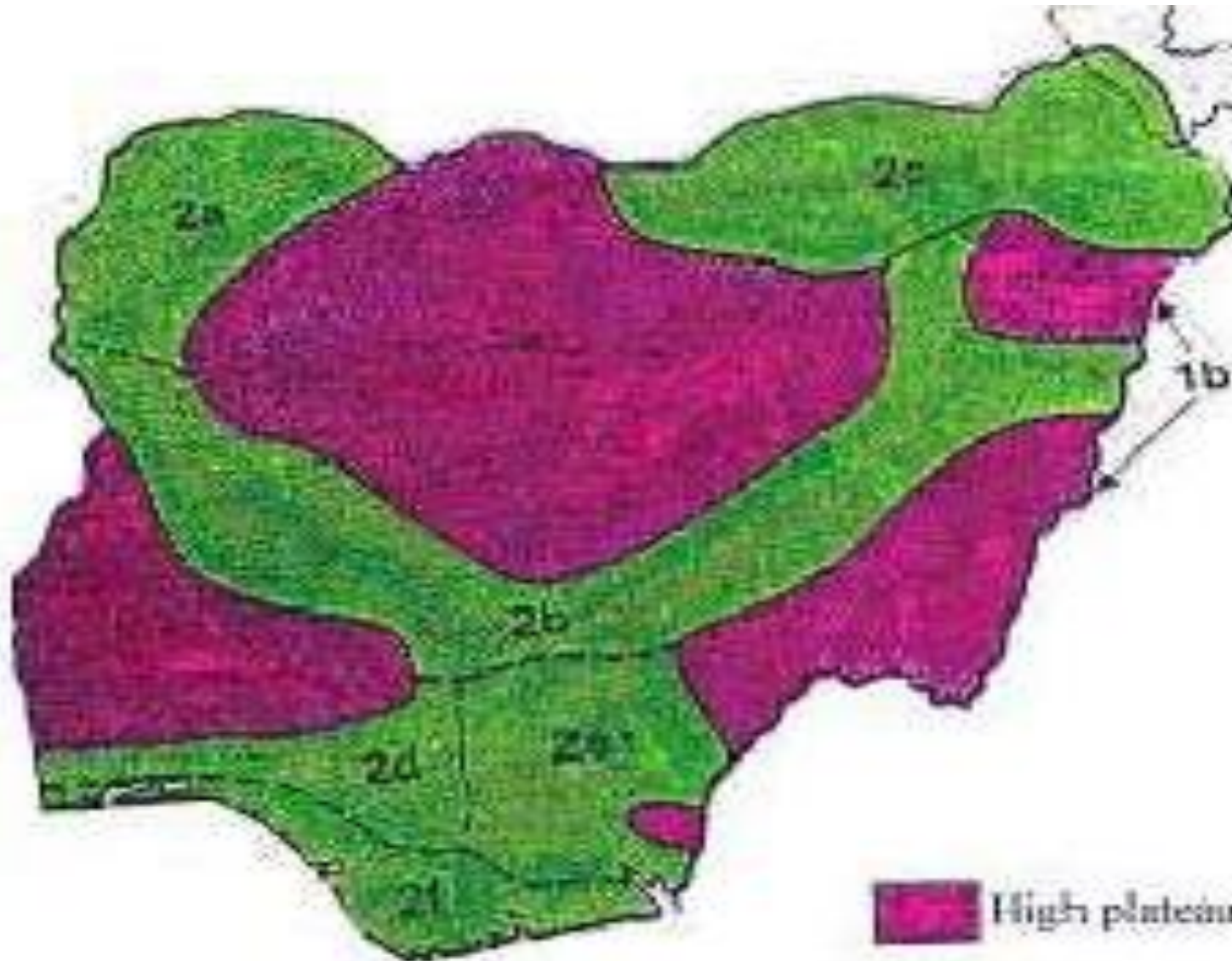
10. Agro-Map: Shows different crops cultivated in different parts of the world at a designated time, percentage harvested in different areas etc. (<http://kids.fao.org/agromaps/>) Item: Groundnuts in Shell



11. Spatial database for Food prices around the world (<http://www.fao.org/giews/food-prices/tool/public/#/dataset/domestic>)



12. Global Flood Map(www.globalfloodmap.org/Nigeria)



1. High Plateau

- a. The north Central Plateau
- b. The Eastern and North-eastern highlands
- c. The Western Uplands

2. Lowlands

- a. The Sokoto Plains
- b. The Niger/Benue trough
- c. The Chad Basin.
- d. The interior coastal lowlands of western Nigeria
- e. The lowlands and scarplands of south-eastern Nigeria.
- f. The coastlands

Welcome to ICT & Farmi x kids.fao.org/agromaps/ x Agro-MAPS flooding pla x Nigeria Flood Map | Map x Nigeria: Floods affected x

← → ↻ ⓘ globalfloodmap.org/Nigeria

A public service by [Map Large](#) and [H](#)

GlobalFloodMap.org

Use the interactive map by entering in any number of inches – the map will show what areas would be flooded or and the left side bar will display the number of people displaced. Click on individual points for current elevation, elevation after sea level rise, and the number and percentage of people losing homes. Global Flood Map uses NASA satellite data to show the areas of the world under water and at risk for flooding if ocean levels rise. According to the World Meteorological Organization (WMO), sea levels have been rising about 3 mm per year since 1993 – totaling a 200 mm increase (7.87 inches) in global averaged sea level since 1870.

What Happens if Sea Levels Rise
By Inches?

6 in. 18 in. 100 in. 1000 in.

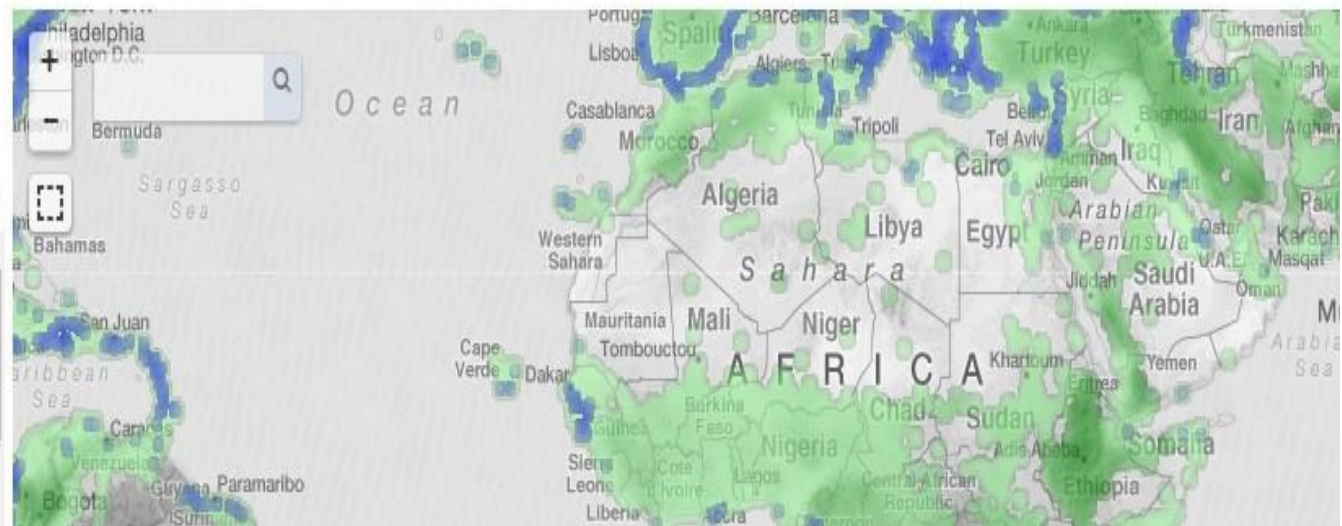
Below Sea Level High Ground



Flooded Places:

Location - Number of People Flooded

- Albania - 124,732
- Algeria - 2,589,616
- American Samoa - 16,445
- Angola - 99,297
- Anguilla - 2,603
- Antigua and Barbuda - 31,510
- Argentina - 58,028



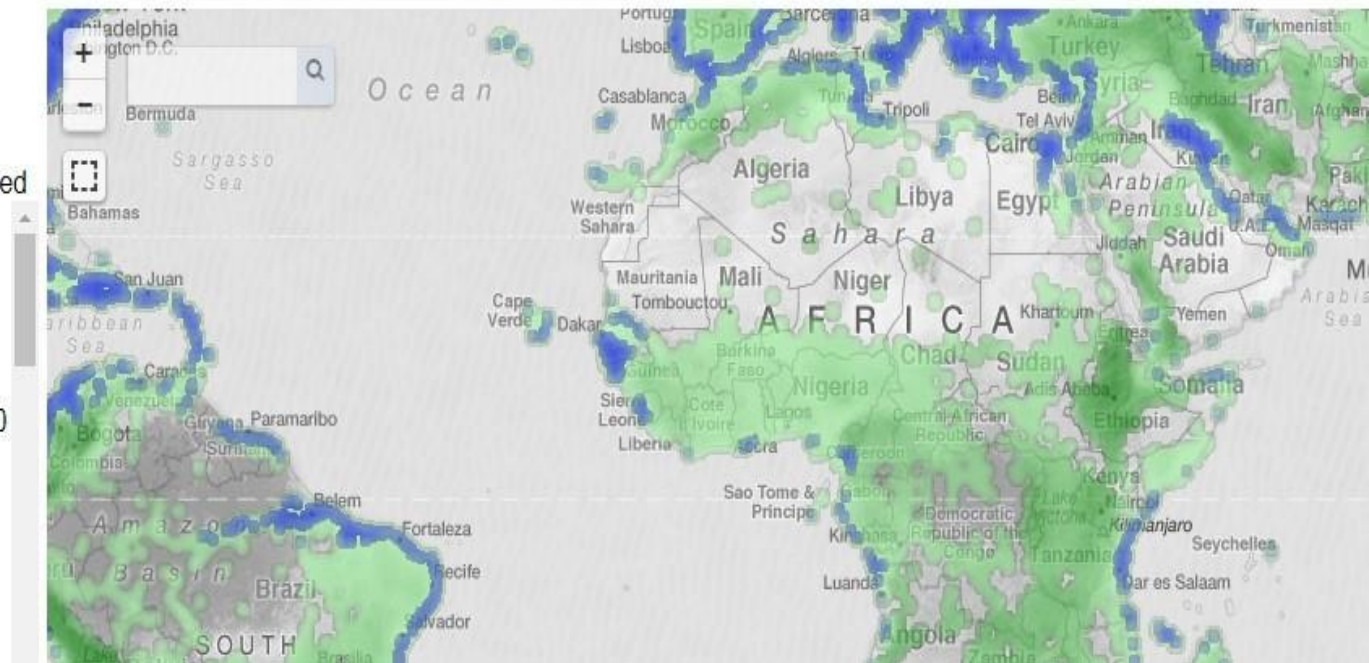
What Happens if Sea Levels Rises by 1000 inches?



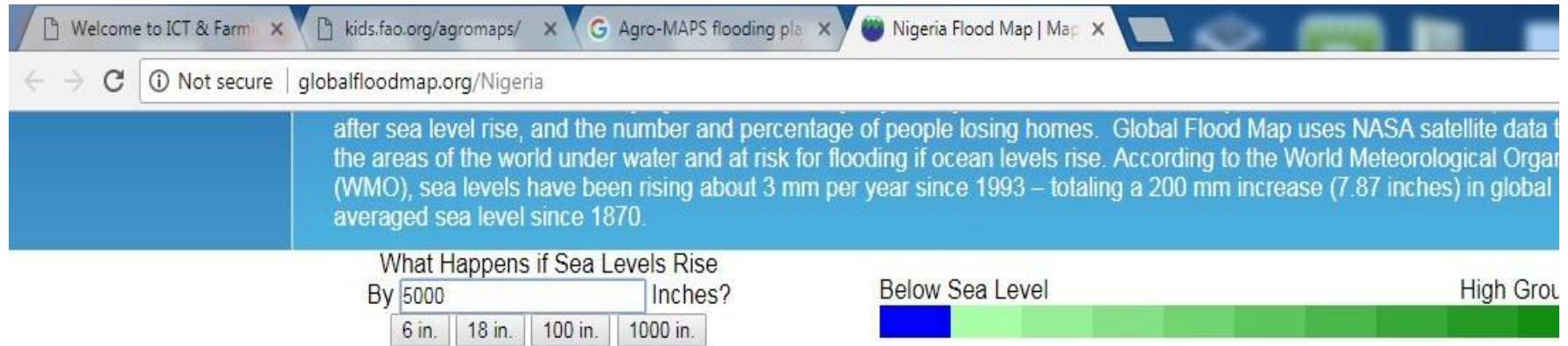
Flooded Places:

Location - Number of People Flooded

- Albania - 312,587
- Algeria - 2,921,821
- American Samoa - 17,589
- Angola - 3,249,389
- Anguilla - 2,603
- Antigua and Barbuda - 31,510
- Argentina - 16,800,297
- Australia - 9,843,381
- Azerbaijan - 919,483
- Bahamas, The - 311,786
- Bahrain - 430,277
- Bangladesh - 22,547,595
- Barbados - 105,260

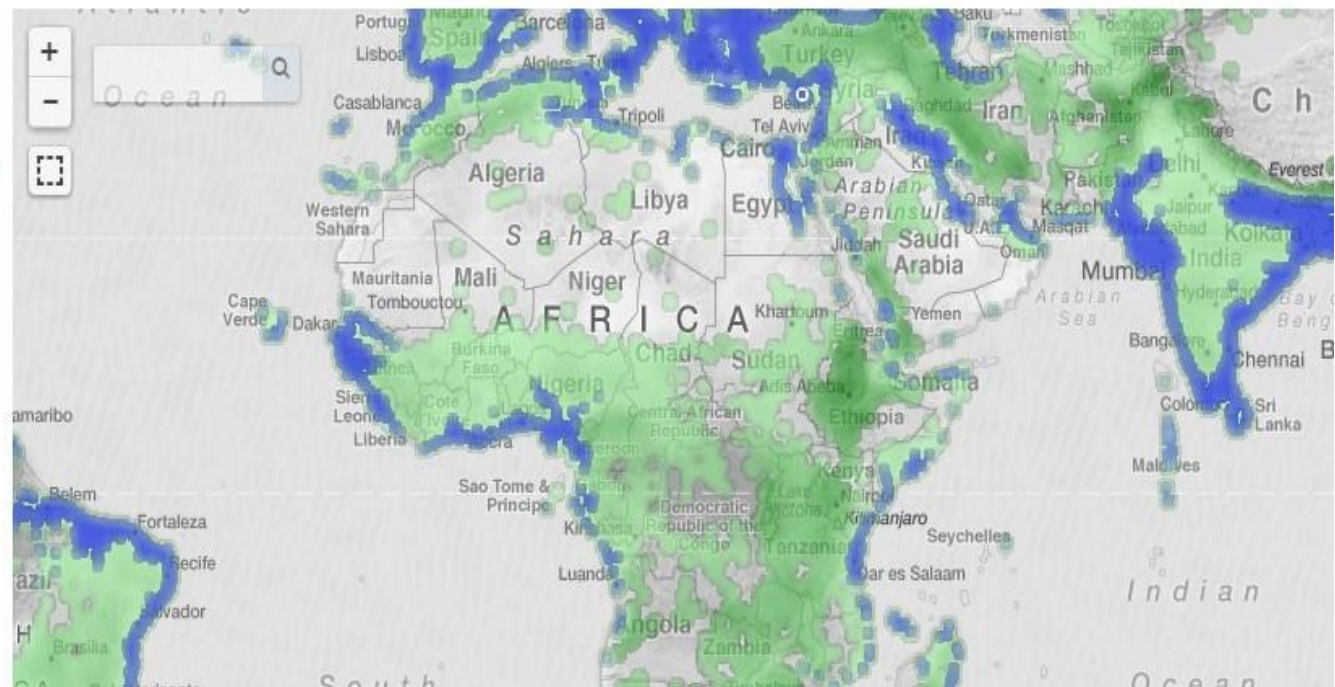


What Happens if Sea Levels Rises by 5000 inches?



Flooded Places:

Location - Number of People Flooded



Starting a Farm Business

Who is an Entrepreneur?

An Entrepreneur is a person that identifies a need, any need and fills it.

A person that never gives up

A person with no fear of failure

An Entrepreneur takes risk

She doesn't wait for something to happen. She is the one that makes it happen. She is a visionary, driven by ideas.

Start Small and Think BIG.

Develop ordered steps to follow in order to realize your plan

(Ordered steps that list plans to follow to realize a goal is referred to as an algorithm)

What is an Algorithm?

An algorithm is a step by step method of solving a problem

Let's illustrate an algorithm to follow in order to make a cup of tea.

- ☐ Put the teabag in a cup.
- ☐ Fill the kettle with water.
- ☐ Boil the water in the kettle.
- ☐ Pour some of the boiled water into the cup.
- ☐ Add milk to the cup.
- ☐ Add sugar to the cup.
- ☐ Stir the tea.
- ☐ Drink the tea.

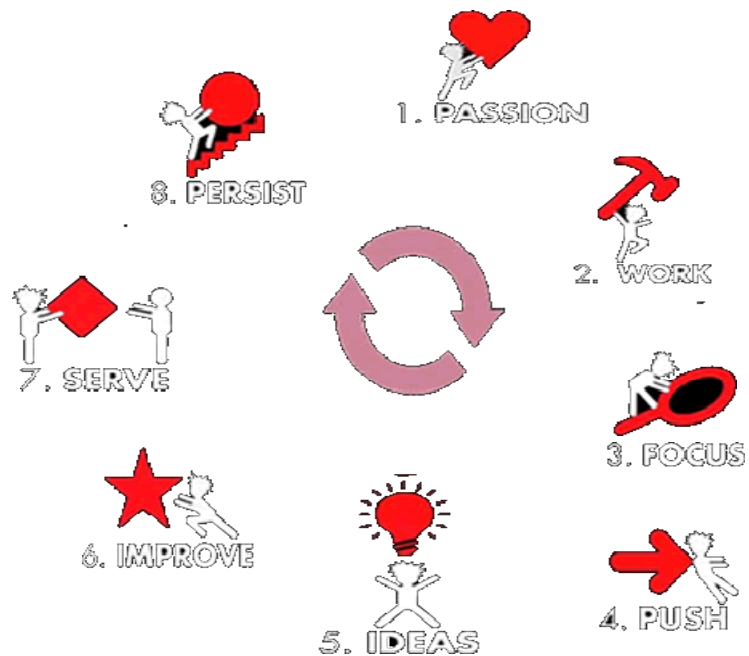
Steps Followed are 1-2-3-4-5-6-7-8

If you jump some of the steps, you may end up drinking water instead of Tea.

This can be related to business.

Start from the foundation and build your business. Learn from experience and from those in similar business.

The 8 qualities Successful People have in Common



1. Passion is what drives you to do something - no matter what. It's what you love to do. Something that brings out the best in you
2. Work: To be engaged in physical or mental activity in order to achieve a result
3. Focus: the state or quality of having or producing clear visual definition. In business, your focus will be fuel by what you defined as your vision in your business plan.
4. Push: a vigorous effort to do or obtain something. You have to take deliberate actions in order to achieve success in business or in any other venture.
5. Ideas: a thought or suggestion as to a possible course of action. creative ideas will sustain your enterprise and keep you active in the market even in the presence of many competitors
6. Improve: achieve or produce something better than. Innovative is essential to remain active in the market space
7. Serve: perform duties or services for (another person or an organization). Know your customers and serve them right.
8. Persist: continue in an opinion or course of action in spite of difficulty or opposition. "Tough times never last, but tough people do"

Ten ways to market your farm products in Nigeria and anywhere else in the world:

1). Identify Your FarmMarket:

Before you start a farm, grow your farm products, and start marketing, the first and most important thing you need to do is ask yourself this question: what does the market want?

The farm product your market wants is more important than the farm products you want to grow.

Once you're growing what the market wants, finding customers and distributors for your farm products will be a lot easier than trying to sell a farm product a lot of people are not interested in.

2). Join Farm Associations

It's important you belong to several farm associations.

Being a part of such associations will keep you up to date with the trends affecting the farming business in Nigeria.

Associating would help you know of new market trends, potential customers, disease outbreaks, tax regulations, and a lot more.

Joining farm associations is a cost-effective way to stay in the middle of the market trend, and subsequently increasing your sales because of your access to the right information.

An example of a reputable farm association in Nigeria is the All Farmers Association of Nigeria (AFAN).

3). Supply to Food Markets:

Commercial food markets are a great place to find retailers.

With thousands of traders regularly trading farm products ranging from tomatoes, to yams, rice, and much more at retail prices, you could approach them, make them aware of your farm's existence, and how you can offer them a better deal than their existing suppliers.

You can also find distributors in the markets that'd want the ability to resell your farm produce in large quantities, and at the right price.

With a hold on some key distributors, you can move your farm products as fast as they are harvested.

4). Supply to Hotels & Restaurants:

Hotels & restaurants collectively process thousands of tons of food items everyday.

These food items are generally farm products like rice, plantains, beef, tomatoes, and more.

Approaching restaurants and offering to beat their existing supplier's prices is a good way to start.

If you can also guarantee that the farm products you supply them would mostly be fresh crops, you'd sign on a restaurant or two in a short time.

In summary, find reputable restaurants, offer them fresher crops, & beat their existing suppliers price to be in business.

5). Supply To Brick & Mortar Stores:

Brick and mortar stores like Shoprite, and the likes are always on the lookout for new farm produce distributors.

The excessive sales and revenues they generate, causes their suppliers to be unable to meet their demand.

You can approach large stores and advertise your farm products to them.

If they confirm your farm products as genuine, fresh, healthy, and large enough to cover a chunk of their needs, you just might have signed yourself a big client.

Make your farm products appealing, and they'd never stop ordering from you.

6). Supply to Homes & Offices:

Many individuals are mostly busy at work during the day, and as such, never have real time to go out to the market to purchase food stuffs and other farm products.

The same applies to homes with bachelors, or pregnant women.

These kinds of households find it difficult to constantly visit the market.

Marketing your fresh farm products to these individuals is a profitable feat.

An example of a Nigerian startup that delivers fresh fruits to individuals at work is gingerbox.com.ng.

They run a subscription-based service to deliver fresh foods within certain intervals to individuals that choose to subscribe to their service.

7). Own A Retail Store:

Setting up your own personal brick & mortar store is one great way to escape the middle man, and cut costs.

By starting a store of your own, you can generate retail value revenues from your crop sales.

This is a good route to sell your farm products for a high value.

8). Partner with Online Grocery Stores:

Online grocery stores like gloo.ng and supermart.ng are great stores to sell your fresh products on.

Partnering with them to constantly deliver fresh farm products like fruits, frozen foods, and more is a good way to move your farm products fast.

9). Setup An Online Store:

You can start small and grow your online fresh food store over a long period.

With a weight lesser population in this niche, you'd turn in some revenues over time.

10). Export Your Farm Products:

Exporting farm products is a way to generate large sales, especially from rare crop products. Exporting barleys for instance to foreign alcohol production companies will turn in a lot of revenues. This is also a good way to get paid in Dollars, which when converted to the local currency in Nigeria or any other African country, gives a better value, than if the farm products were sold locally.

Agricultural Value Chain

What is a Value Chain?

A value Chain is the full range of activities that businesses employ to bring a product or service to market.

Every product has a unique value chain

What are the Points in Value Chain?

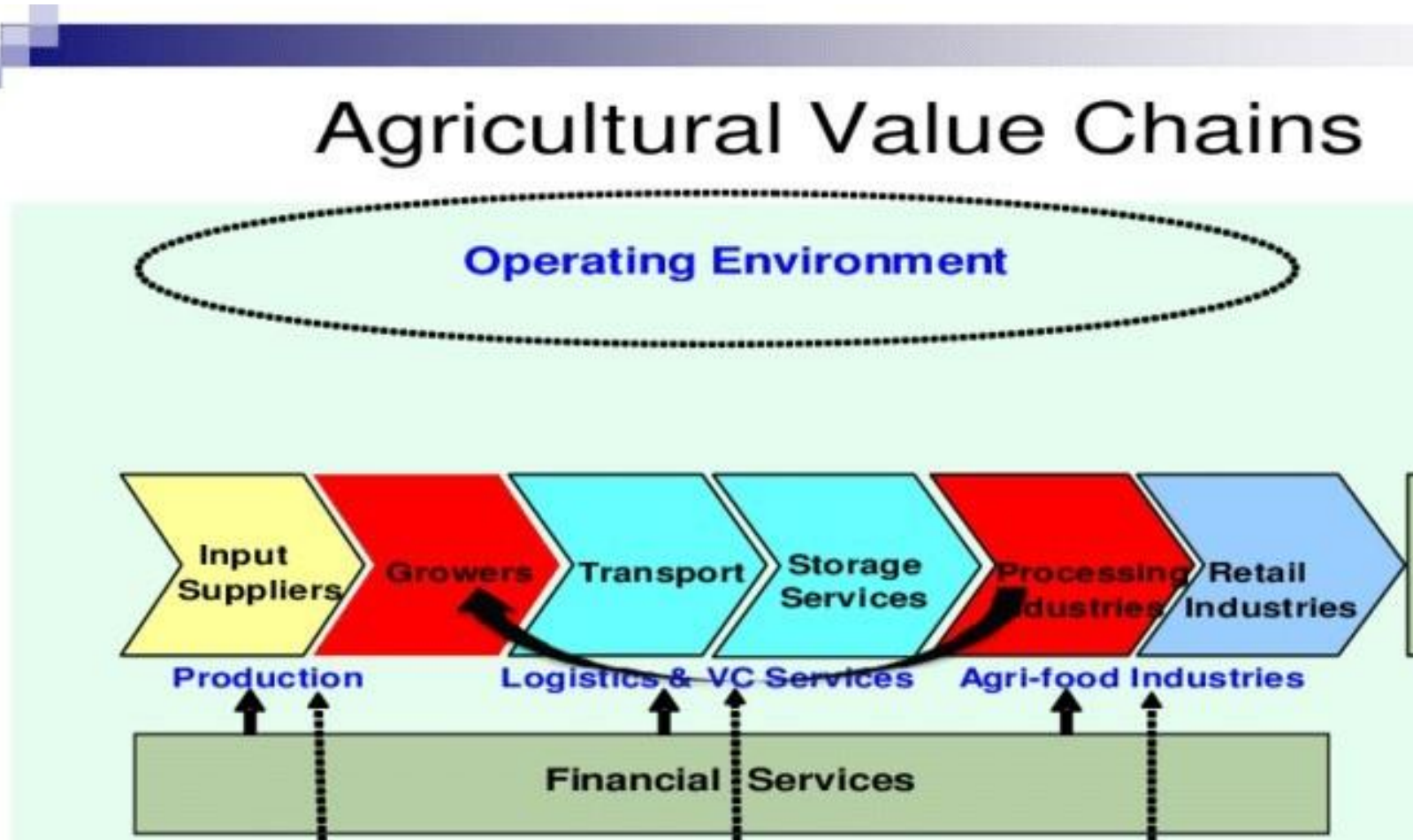
PRODUCER → INTERMEDIARY → CONSUMERS

The variety of Intermediaries can enhance and improve the value chain

Intermediary includes a) Supplies b) Brokers c) Transportation d) Wholesalers e) Manufacturers f) Researchers g) Packaging h) Policymakers i) Sellers j) Marketers

Understanding the Stakeholders within your value chain is critical to leveraging and improving on each one of them

In successful value chain, each stakeholder works to support one another and to satisfy the need of the customers



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