



Unlock Education For Those Who Need it Most

iKILIMO - SMART FARMING, YOUR FARMING COMPANION

Most of Kenya's farmers are small-scale farmers, who produce primarily for domestic use. Increasing yields of these small-scale farmers has proven to be a major challenge. Most do not have the financial resources to buy seeds and fertilizer and lack access to information, leaving them open to more risks associated with farming and preventing them from improving their farming methods.

Agriculture is a major part of Kenya's economy, and growth of the national economy is dependent on the growth and development of agriculture. Solving the problems of small-scale farmers is key to lifting families and communities out of poverty and improving the economy of the nation as a whole.



Comprehensive farming information and technology as a route to escape poverty.

Economic constraints are definitely the biggest issue in rural Kenya. Small scale farmers have little to no savings and mobile phones consume most of the money left in a household. However, mobile phones are the first devices farmers are purchasing with any spare money, because it combines communication, information and entertainment in one.

So, generally speaking the chances of having access to a mobile phone device is quite high for farmers in Kenya, because one device can serve several people as a source of information.



Knowing how to reach the farmers best, Avallain Foundation with the support of Avallain AG, developed iKilimo - Smart Farming a mobile application that provides comprehensive, easy-to-understand farming information to the farmer and public at large.

With iKilimo farmers across Kenya can have easy access to farming information that can enable the optimisation of crops and the safe keeping of livestock. Additionally iKilimo aims to provide financial literacy to small-scale farmers so they can make a living from their yields and animals, and impact their families and communities escaping poverty.



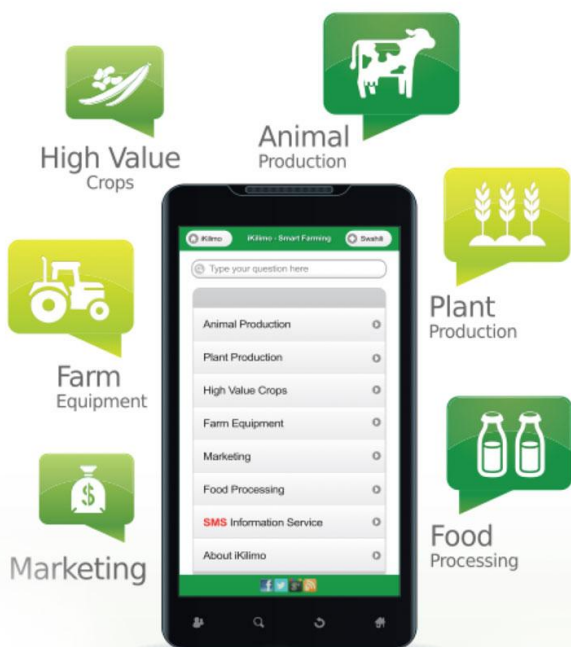
How do we achieve our goals?



iKilimo was designed to take advantage of the widespread use of mobile phones among Kenyan farmers. To extend its reach as far as possible, iKilimo can be accessed for free on any browser-enabled mobile phone or downloaded for free from the Samsung Store or Google Play (the latter in Kenya only), the two most popular app stores in Kenya. The website can also be visited from any device. Through ICT, iKilimo reaches many farmers who otherwise would have very little access to farming information resources.



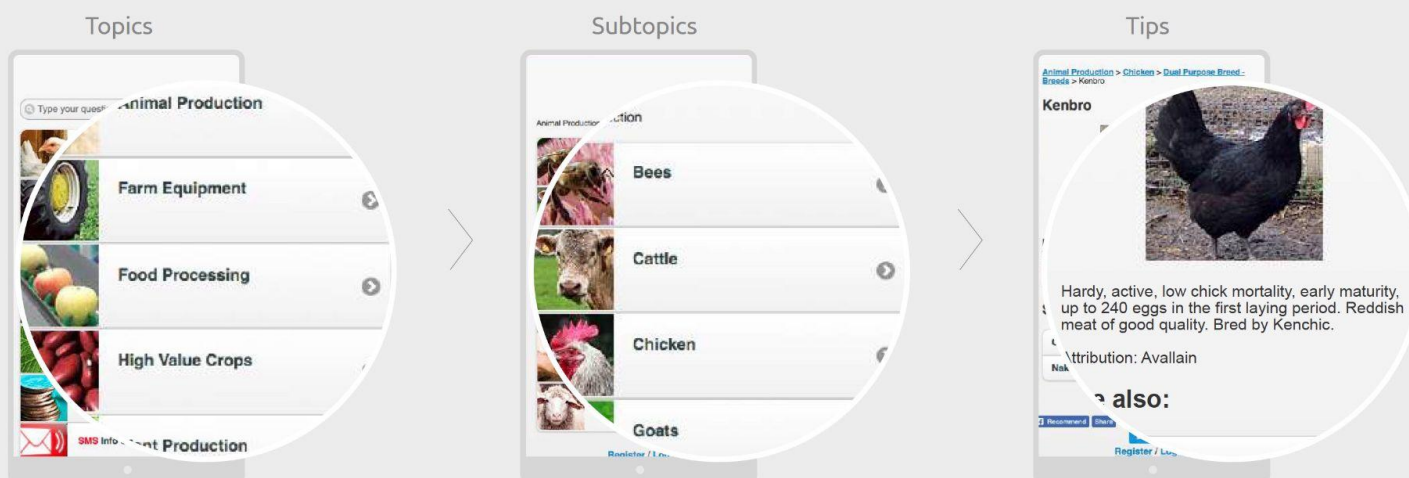
The content is structured in different main topics organised in a tree structure that leads through different subtopics to a tip of less than 140 characters. Each tip gives information on specific topics related to Plant Production, Animal Production, Farm Equipment, High Value Crops, Food Processing or Marketing. The user can browse through different topics and receive the tip either by SMS or access the information directly on the display with a smartphone. The content was developed by agronomists, college professors and experts in the field to guarantee state-of-the-art information.



iKilimo divides the farming information in **6 main fields** of interest and these are:

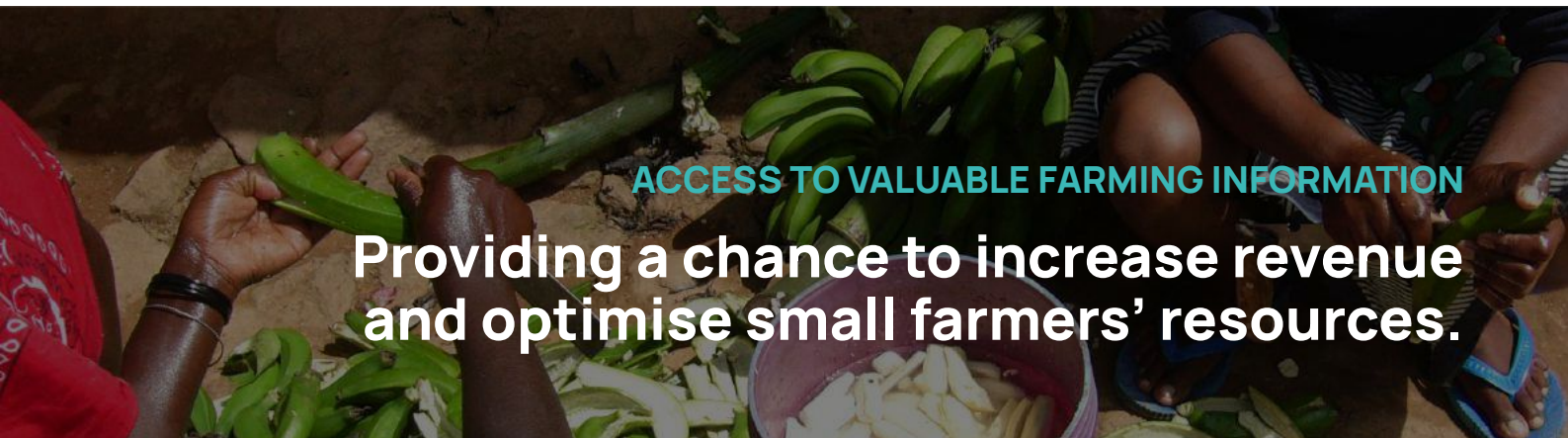
- Animal Production
- Plant Production
- Farm Equipment
- Food Processing
- High Value Crops
- Marketing

Each and everyone of these areas of iKilimo aims at offering information to the widest range of farmers possible providing a chance to increase revenue and optimise small farmers' resources. A forum feature allows farmers to ask questions about topics on which they would like more help or share their own experiences. Other users can then comment on the original message to answer questions or offer their own opinion.





What have we achieved so far?



So far, iKilimo has been visited by almost 18,000 unique visitors and has had over 111,000 pageviews. It has greatly expanded access to information, making it available to those who need it most by way of basic text and images that are easily understood. iKilimo has also gained a presence on social media, thanks to its active users.

Through iKilimo farmers can now optimize their crop yields, learn about the safe keeping of livestock, and gain financial literacy, allowing themselves, their families, and communities to escape poverty.

Testimonials

“I read about Dairy Farming from the iKilimo app and this encouraged me to begin my own dairy farming project. I have two cows now. I refer to iKilimo for tips on proper housing, feeding, milking, and health management. Soon, I will be expecting my first calf.”

Daniel Njagi

Smallholder farmer from Nyeri

“iKilimo is an excellent example of how ICT Innovation for Agriculture can transform livelihoods. It has great potential for knowledge transfer that translates to high yields among farmers in Kenya and beyond. It was a very informative case study in my PhD studies.”

Amos Gichamba

**ICT for Development Researcher and
PhD student at the University of Nairobi**

“I have a small piece of land back at home. Initially, I didn't know what to do with it because it is quite small. I scrolled through iKilimo and come across Plant Production where I learnt how to grow spinach and kales. I taught my shamba boy how to use iKilimo. Whenever I go to the village, I come back to Nairobi with a basket full of fresh vegetables, thanks to iKilimo.”

Bibian Wangui

Smallholder farmer from Nairobi



Who are we?

Avallain Foundation is the realisation of Avallain AG's vision: Cutting-edge education technology that unlocks human potential.

Avallain AG has been a pioneer in the market since 2002 by providing education solutions to leading international companies. Over time, Avallain AG encountered areas of need around the world where quality education was unavailable and the commercial value too low to attract investment.

To bridge that gap Avallain AG decided to establish a permanent presence in East Africa and opened a daughter company in Nairobi to realize its corporate social responsibility mandate. As the projects in Kenya developed successfully, Avallain AG's co-founders took their commitment further by creating Avallain Foundation.

To secure the Foundation's continued stability and success, Avallain AG is committed to covering the administration costs, making sure that each donated dollar goes directly to those who need it most. Avallain Foundation is a fully established 501(c)(3) non-profit organisation based in the United States.

avallainfoundation.org

For more information, please contact us:



Dr. Martina Amoth

CEO

mamoath@avallain.com

+254 716 511 262

NAIROBI, KENYA



Ursula Suter

CO-FOUNDER & PRESIDENT OF THE BOARD

usuter@avallainfoundation.org

+1 (954) 505 6652 / +1 (929) 999 1006

NEW YORK, USA