



# The Digital Services for Improved Agricultural Productivity, Livelihoods, and Social Inclusion

## PROJECT FACT SHEET

**Project Title:** Digital Services for Improved Agricultural Productivity, Livelihoods, and Social Inclusion of Women and Youth Smallholder Farmers in Kilifi and West Pokot Counties, Kenya

**Implementing Organisation:**  
The African Center for Women, Information and Communications Technology (ACWICT)

**Donor:** GitLab Foundation

**Project Duration:** January 1, 2025 – December 31, 2026 (24 months)

**Geographic Coverage: (Insert Kenya map and highlight the counties)**

- **Kilifi County** – Cassava and maize farming focus
- **West Pokot County** – Potatoes, onions, and maize farming focus

**Target Groups:**

- 50,000 smallholder farmers (70% women, youth, and persons with disabilities)
- 2,500 Community Digital Champions (CDCs)

## Project Overview

The *Digital Services for Improved Agricultural Productivity, Livelihoods, and Social Inclusion* project, led by the African Center for Women, Information and Communications Technology (ACWICT), is a transformative two-year initiative designed to close the persistent digital gap that hinders agricultural growth among marginalized smallholder farmers in Kilifi and West Pokot Counties, Kenya. With strategic support from the GitLab Foundation, the project targets women, youth, and persons with disabilities (PWDs) who remain excluded from the opportunities of the digital economy despite their central role in Kenya's food systems.

Grounded in ACWICT's tested, evidence-based training models and community-rooted delivery approaches, the project will equip 2,500 Community Digital Champions (CDCs) with foundational and intermediate digital skills, enabling them to cascade this knowledge to 50,000 smallholder farmers. Beyond skills training, the initiative will facilitate access to affordable internet, deliver locally relevant digital agricultural content, and heighten awareness of the transformative potential of digital services in farming.

By integrating lessons from successful earlier phases and aligning with Kenya's digital transformation agenda and agricultural sector priorities, the project seeks to unlock higher productivity, diversify income streams, and strengthen resilience against economic and climate shocks. The anticipated results include a digitally empowered farming community, improved market access, increased household incomes, and the adoption of sustainable, climate-smart agricultural practices—laying the foundation for inclusive growth and long-term food security.

## Goal

To increase access to and use of digital agricultural services among smallholder farmers, particularly women, youth, and Persons With Disabilities (PWDs), in marginalized and underserved communities of Kilifi and West Pokot Counties, leading to improved agricultural productivity, enhanced livelihoods, and greater social inclusion.

## Key Objectives

1. Strengthen digital skills for 2,500 Community Digital Champions and 50,000 smallholder farmers.
2. Expand access to affordable internet connectivity in rural areas.
3. Provide localized, relevant digital agricultural content and services.
4. Increase awareness of digital agricultural services through targeted outreach.
5. Promote gender equity and inclusion in digital agriculture.
6. Integrate climate-smart agriculture practices through digital platforms.
7. Generate knowledge products to inform policy and practice.

## Core Activities

- **Inception Phase:** County entry meetings, stakeholder engagement, recruitment of project staff and CDCs, baseline study, curriculum customization.
- **Training:** Foundational and basic digital skills training for 2,500 CDCs; cascade training for 50,000 farmers using the agency-based model.
- **Connectivity:** Partnerships with last-mile internet service providers (e.g., Mawingu Networks) to set up rural hotspots.
- **Digital Content:** Collaboration with KALRO and CABI to provide weather advisories, market information, and best agricultural practices in local languages.
- **Awareness Campaigns:** Radio, TV, social media, and community forums in local languages.

- **GBV Mitigation:** Integrating online/offline GBV prevention and reporting mechanisms in training.
- **Knowledge Generation:** Development of policy briefs, journal articles, conference papers, and success stories.

## Expected Impact

- Increased digital inclusion of rural women and youth farmers.
- Improved access to affordable and reliable internet.
- Higher farmer incomes—projected increases from USD 100 to USD 130/month (West Pokot) and USD 150 to USD 195/month (Kilifi).
- Stronger climate resilience through adoption of climate-smart practices.
- Reduced gender digital divide and strengthened social inclusion.

## Key Indicators

- 50,000 farmers and 2,500 CDCs trained in digital skills and GBV awareness.
- 30% increase in annual incomes among participants.
- 70% of women accessing and using digital technologies.
- 70% of women accessing digital financial services.
- Knowledge products for awareness creation.
- Increased policy engagement with the Ministry of Agriculture and Livestock Development.

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## Contact Information

**Primary Contact:** Constantine Obuya, Executive Director  
Email: [cobuya\\_1@acwict.org](mailto:cobuya_1@acwict.org) | Tel: +254 720 853 992

