Program name: Agro share

Purpose: *The App is based on resolving the problems encountered by the Ministry of Agriculture. The Ministry is faced with the major problem of not being able to share the critical information in their possession with the farmers, the business and the consumers as there no technological linkages. It will make it easier to share this information so that the needed persons can view it.*

Contents: The App will first display a general view of the recent happening on the market i.e. how prices are and which company needs which produce the most. The second part of the App will display information on other businesses, their needs, how much they are willing to pay and also the quantities required (this is the business section as most of their information will be displayed here for the farmers and others to contact). The third part of the app will allow farmers to communicate with the Ministry about the problems they are having i.e. "Bulleting board", whether there are diseases or Field Officers not showing up to inspect their fields The fourth part of the app would pertain to the Ministry giving the farmers news about the diseases and insects they should be on the lookout for. It will also allow farmers to send back any information on the condition of the plants or if persons are causing problems to the fields. The fifth page of the app will be the supply markets where the farmers can order supplies and then come to collect or arrange delivery of their orders. The final page of the app will pertain to farmers' soil and quality once the Ministry have come to the fields and tested the soil. Each farmer will have his own account where the results will be displayed e.g. if there is anything wrong with the contents of the soil and what should be done to improve it and also what should be done to lessen the impact of diseases.

There will be 3 other sections of the app for further information use. The first (prime zero) will have information on the farmers such as where the farm is and what the person is currently growing and contact information on the person. The second part will be mostly of the Ministry keeping in contact with the farmers and what they have grown and the quantities. Each farmer will update his account within the needed time period. This information will be displayed within the latter sections of the app. Finally, there will also be an "idea spur" page. This is, if there are persons interested in agriculture, they will be able to give their ideas about what they intend to

do. The Ministry will then respond to their ideas giving tips e.g. crops suitable for a particular area or areas suitable or animal rearing etc. In conclusion with this information being available this would greatly increase the connection the familiarity with the person in the agricultural section and decrease this "cut off" point they have as persons will have to communicate in order to get work done. Thus what ever information and updates each section has the other will be aware of it allow for the increase information flow.

Who is the target market?

Our application is targeted toward farmers, ministry personnel, crop organizations and the potential buyers of crops produced by the farmers. Farmers would use the application as they would upload their various problems/concerns/questions to ministry officials. Ministry officials will intern use the application to communicate with farmers. It will also post schedules of visits by ministry officials to farms. Potential buyers would use the application view the products that are being sold by the various organization and compare prices between each organization. It also plans to enable communication between the ministry and other persons who are interested in agriculture sector. The can not only be done for farmers but for florists and other persons who are interested in collecting flora.

Tagline: We can't help everyone...... but we will certainly try.

The ministry of Agriculture is faced with the problem of communication. The Ministry is faced with the major problem of not being able to share the critical information in their possession with the farmers, the business and the consumers as there are no technological linkages. The App should make it easier to share this information so that the needed persons can view it. The app would present information from three sources, the farmers, the Ministry of Agriculture and the potential buyers

The farmers have feel that the information currently collected by the field officers are of no use to them as they do not have access to the information. The ministry would thereby also like to let the farmers have access to this information. They would also like for the businesses to also have access to the information that they have, as many buyers do not know what the farmers have. The same can be said for the farmers as they do not know what the buyers want.

The problems is similar for the consumers also as they do not know what the farmers have or are providing. This is the ministries main problem as they cannot get the information out to others as they would like. This program would eliminate the problem and make it easier for the information to travel between the groups.

How is your mobile application/idea innovative?

Agro share is designed to display a complex yet comfortable display of statistical information. Through the use of different graphs, charts and a bulletin board, we are able to facilitate a number of different types of information. This information would include recent happenings on the market such as prices and what companies need. The program will seek to display information on other businesses including their needs etc. Our program is very unique in comparison to similar programs as we are intending to take the perspective of the farmer/consumer using the program. We have even gone a further step to create a 'Bulleting board which would allow direct communication between the farmer and the Ministry of Education. Several other programs have attempted to implement this system of communication but have failed. We believe that thought our own system which will be interchangeable to suit the farmer that it will be a success. Finally taking into the consideration that some farmers are not capable of using 21st technology to a great extent we have are designed the program to be very simple so that farmers of all ages, young and mature will have an ease of access using it.

How will the mobile app application/ idea save the government money and resources?

The app is geared towards revolutionizing the ministry of Agriculture. We hope that IT will become essential to the Agricultural Sector in the future. One of the biggest problems the Ministry of Agriculture faces is Communication between the farmers, the Consumers and they themselves. If our app is able to achieve this link, it would cut down on the loss of funds. By increasing communication, resources would be better distributed to the farmers who need it the most.

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