

Rural eMarket

[www.rural-emarket.com](http://www.rural-emarket.com)

Présented by

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# Presentation

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- About the initiative
- Whom are the target? Why Rural eMarket?
- What does Rural eMarket offer (what's new?)
- Requirements
- Implementation phases
- Sustainability issues
- Trying with Demo account

# About Rural eMarket

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- 2011 - « Jeunes et Agriculture à Madagascar » the Youth Branch of FTA won a 2<sup>nd</sup> Price during the Yoblocco Competition
- 2012 - Rural eMarket is designed by a group of young people at FTA
- 2012 - A group of Young people started developing the application after collecting data and information in rural area
- 2013 - Rural eMarket is presented in Public for the first time

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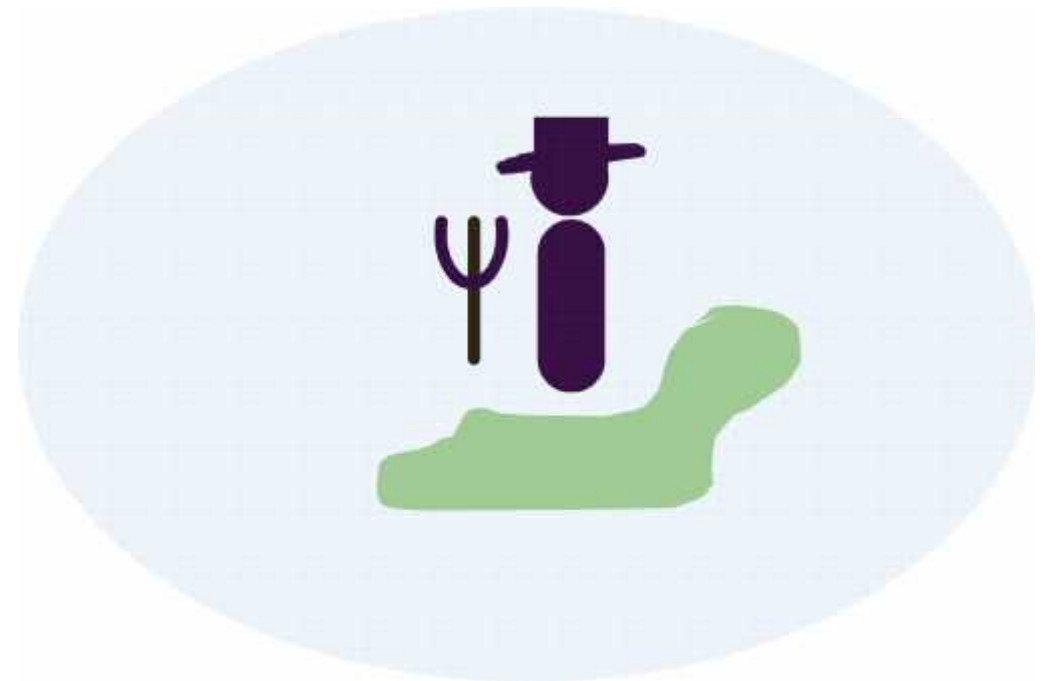
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# Why Rural eMarket? Whom are the target?

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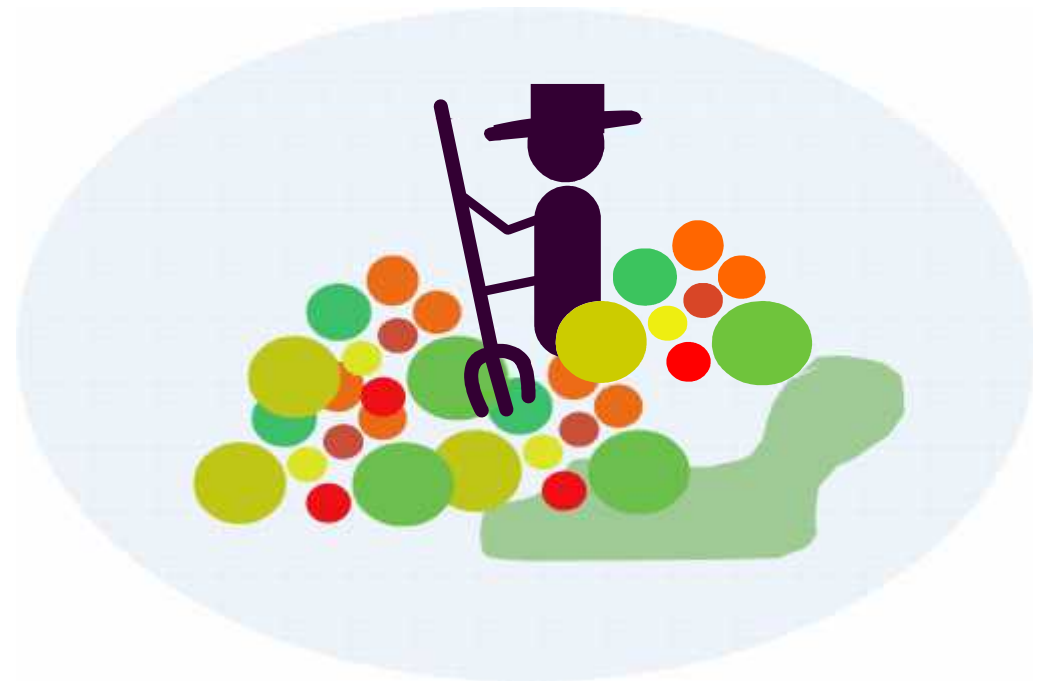
- Rural eMarket is a solution especially designed for farmers in rural areas



# Why Rural eMarket? Whom are the target?

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- According to a survey/study done by FTA in 2012
  - **Producers can produce more than what they usually produce but they won't do so because they can't find buyers**



# Why Rural eMarket? Whom are the target?

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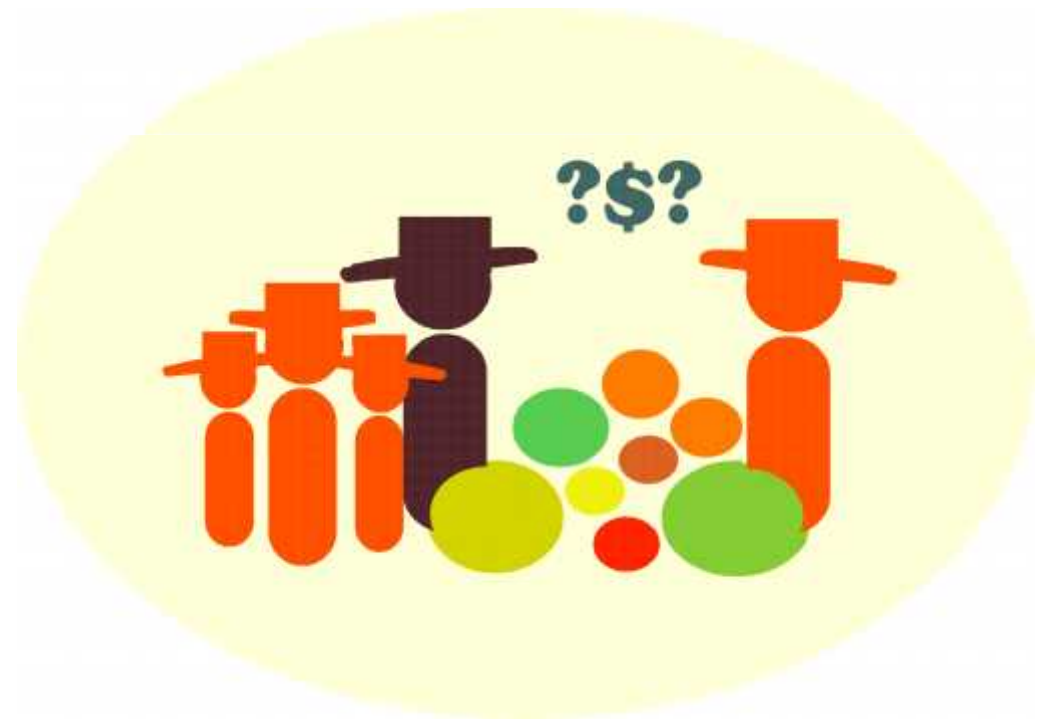
- According to a survey/study done by FTA in 2012
  - **Producers in rural areas sometimes walk more than 20 kms to reach the market**



# Why Rural eMarket? Whom are the target?

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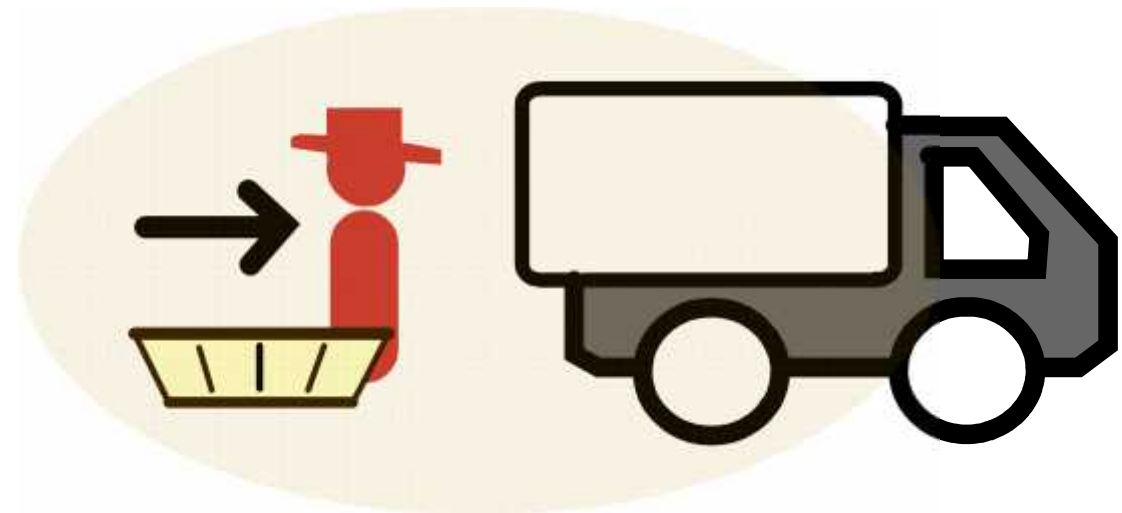
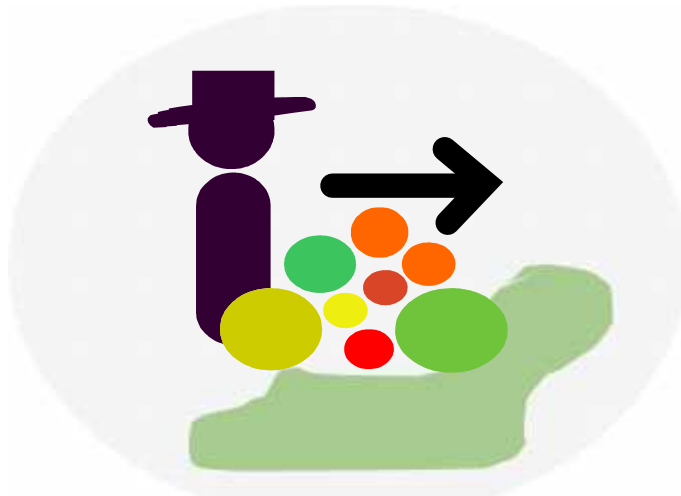
- According to a survey/study done by FTA in 2012
  - **Producers don't have any garanty regarding the price that will be applied and existence of buyers (after reaching the market)**



# Why Rural eMarket? Whom are the target?

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- According to a survey/study done by FTA in 2012
  - **Intermediaries who knows the market and who can stock and assure transportation of agricultural products will cheat (unfair trade)**

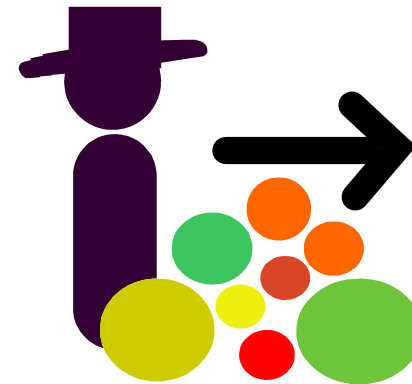
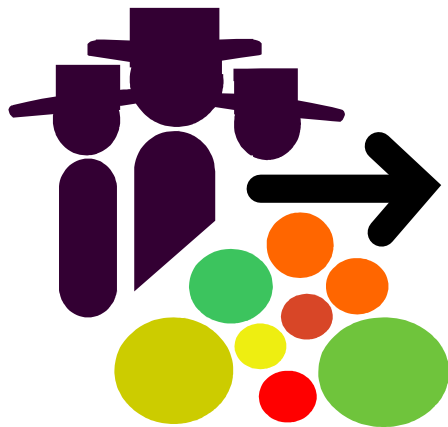




# What does Rural eMarket offer (what's new?)

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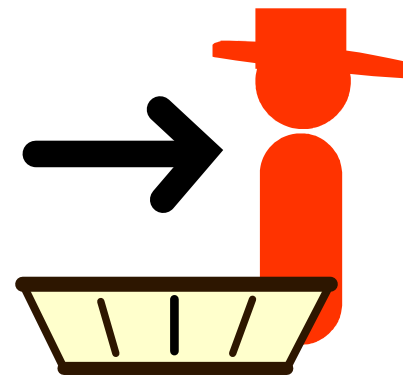
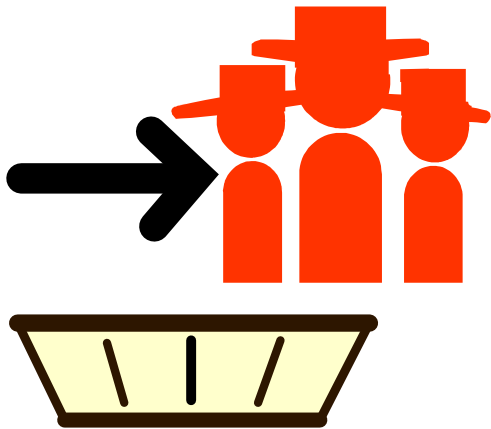
- Like other applications that already exist, Rural eMarket :
  - **Offers possibility to view existing offers and send information about products for sale**



# What does Rural eMarket offer (what's new?)

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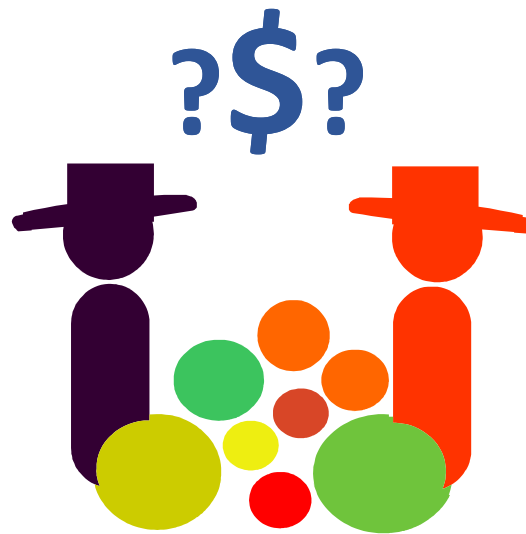
- Like other applications that already exist, Rural eMarket :
  - Offers possibility to view existing offers and to send new ones
  - **Offers possibility to view existing demands and send new requests**



# What does Rural eMarket offer (what's new?)

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- Like other applications that already exist, Rural eMarket :
  - Offers possibility to view existing offers and to send new ones
  - Offers possibility to view existing demands et to send new ones
  - **Allows to see prices on the market (current and past)**



# What does Rural eMarket offer (what's new?)

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- Like other applications that already exist, Rural eMarket :
  - Offers possibility to view existing offers and to send new ones
  - Offers possibility to view existing demands et to send new ones
  - Allows to see current and past market prices ...

## • Some main differences are:

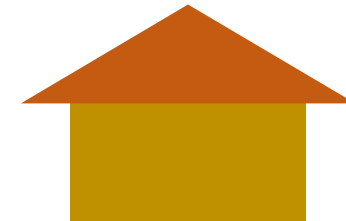
- A very simple design
- A very light web based architecture
- Ease of upgrade, customization, installation and configuration flexibility
- A non profit objective
- Highly decentralised administration

# Requirements

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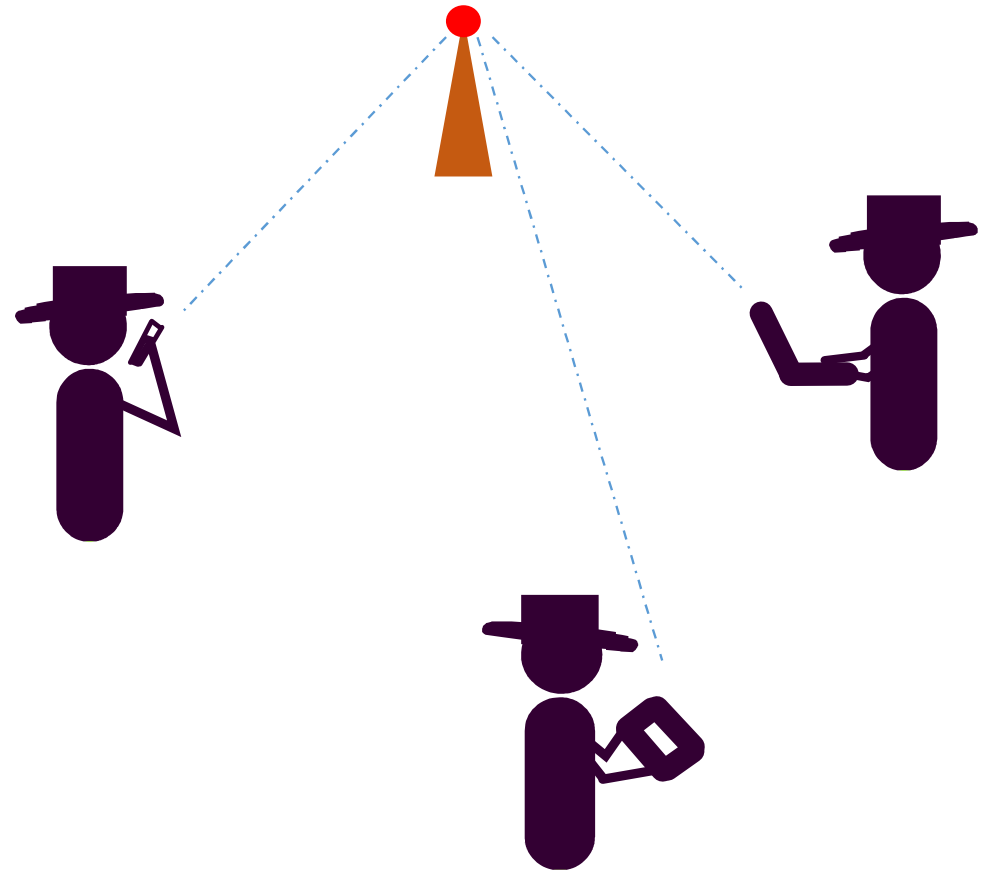


- Regarding human and organisational aspects, eMarket requires:
  - **Existence of a local organisation (association, groupment, co-op, development agency) ... to coordinate**
  - **An administrator to configure and manage the system**
  - **A trainer and/or promoter to train users and do the promotion**



# Requirements

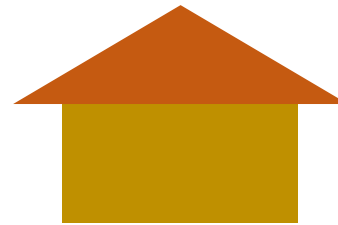
- Technically, users (producers and buyers) must:
  - **Have Internet connection**
  - **Have a device (computer, tablet, smartphone) connected to Internet**
  - **Be trained and subscribe to the system**



# Implementation phases

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- Local organization (promoter) contacts FTA
- Installation and activation of an eMarket instance on the web by FTA
- Recruitment of an administrator/manager by the local organization
- Training of the administrator
- System configuration by the administrator



# Implementation phases

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- Training of users by responsible from local organization in the use of the system
- Subscription of users (producers/sellers and buyers/clients)
- The system is functional





# Sustainability issue

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- Rural eMarket is a non-for-profit initiative
- The initiative must have a budget to be sustainable:
  - To cover the hosting cost of the web application on the Internet
  - To cover administrative and maintenance costs at FTA level
  - To ensure evolution and update of the system regarding new technologies and particular demands
- Expected source of funding are:
  - Support from donors and international development organizations
  - Fee contribution of organizations/promoters at local level
  - Participation of producers and buyers at local level

# Demo

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- **User interface**

- Login screen
- Subscription screen
- Profile update
- Overview of functionalities
- For producers
  - Send offer
  - Update offer
  - View offers
  - View demands
- For buyers
  - Send request
  - Update request
  - View other demands
- For all
  - Search for products
  - Check prices
  - Search for services

- **Admin interface**

- Login screen
- Configuration
  - Locality
  - Product category
  - Products
  - Services
  - Type of users
  - General configuration
  - Admin account
- Moderation/Management
  - Subscribers
  - Offer/demand