The Marcatus Mobile Education Platform
Quickly and effectively reaching even the most marginalized smallholder farmers

- In 3 months -
Our Pilot 2400 Farming Families = 20% Average yield increase through the adoption of sustainable practices
1200 Villages

Note: the number of farming families can be scaled up depending on supply chain needs

With over 500 million smallholder farms worldwide think of the potential!

Effective in Challenging Settings
remote regions
illiterate farmers
women & men
various local languages
no internet
limited electricity
fragmented farmer base
inconsistently trained extension

Multiple Intervention Possibilities
adoption of sustainable practices
new agricultural practices
farming family nutrition and hygiene
maternal health
quality & quantity improvements
supply chain sustainability
climate-smart techniques

Empowering Extension Services with Tools & Knowledge

Video based-education in local languages and context
Visual Digital Text on Best & Sustainable Practices
Motivating field officers through performance based rewards

Adding value & sustainability across supply chains
www.marcatusqed.com