

Digital Agriculture in Africa & Madagascar

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- Digital Agriculture in Africa & Madagascar
- The “eAriary” project : Malagasy Flagship
- Inspiring Digital Examples Across Africa
- Conclusion

- Agriculture = backbone of society
- Digital transformation as critical as energy & water
- Ensures our food security
- Two pillars: daily rural digital use + value chain performance

Key challenges for Scaling Digital Agriculture

- Universal, affordable connectivity
- Integrated value-chain digital framework
- Mass farmer training & support

Economic Weight & Impact Potential

- SSA: 31.6% of GDP
Madagascar: 22.4%
- 60%+ rural populations
- A 5% productivity gain for 10 years → major GDP & income growth
- Digital = transformational, not incremental

The “eAriary” project : Malagasy Flagship

eAriary – Cash in Digital Form

- Retail CBDC designed for everyday use
- • Distributed via banks, e-money issuers, and microfinance institutions
- • Promotes financial inclusion by lowering access barriers
- • Reduces transaction costs by more than 50%
- • Simplified documentation to open a basic account
- • Pre-banking mechanism to help transition informal actors to the formal system



eAriary Serving Agriculture

For Farmers

- Easier access to accounts with reduced documentation
- Works on feature phones and smartphones
- Online transactions even with limited connectivity

For NGOs, Companies, Institutions

- Ability to predefine fund usage (inputs, seeds, equipment)
- Enables secure mass payments for aid and social transfers
- The eAriary enhances accessibility, usability, and inclusiveness.



Hauts-plateaux, Madagascar

Inspiring Digital Examples Across Africa

Market-transforming platforms

Platforms that boost synergy across value chains

Logistics and rapid-delivery innovation

Digital inclusion and financial innovation

Farmer-centric advisory solutions

STRONG PUBLIC POLICY SUPPORT

Three Words for Success : PROXIMITY – IMPACT – SIMPLICITY

- Tools must be simple & adapted to farmers
- Visible quick wins + strong support

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