

Project title : SENEKELA - Price collection and dissemination market intelligence service for farmers

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Mali	25 000 € /an	Market and ICT expert	Orange, AMASSA - Afrique Verte Mali	January 2012 - December 2020

Project's goals and results**Main goals**

SENEKELA is a package of services proposed by Orange Mali to Malian farmers or their representatives and accessible via mobile phone. These services aim at enhancing the productivity of the farms and at providing information in order to allow farmers to market their production in better conditions.

Specific objectives

- Implementation of the data collection system (market price for agricultural products) and their modelling in a database
- Implementation of an Information Service by Orange named SENEKELA on 4 agricultural chains (cashew, shea, onion, maize) through the USSD service and a call center of agricultural advisors. It includes a data collection system of market prices on products and their modeling in a data base

Beneficiaries

Orange clients and Malian farmers

Results**Activities**