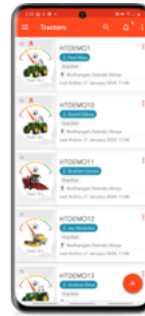


Hello Tractor: Contract mechanization apps

Enhance crop productivity, reduce labour costs, and increase incomes with Hello Tractor - the digital platform revolutionizing agricultural mechanization in Sub-Saharan Africa.

Hello Tractor is a digital platform facilitating the sharing of agricultural power equipment, connecting owners and smallholder farmers. It incorporates monitoring devices to gather vital data about tractors, harvesters, and other equipment, allowing for efficient management and optimization.



Hello Tractor
Rispa Miliza

Technology from

[ProPAS](#)

Commodities

Maize, Rice, Wheat, Sorghum/Millet,
Cowpea, Groundnut, + 5 more

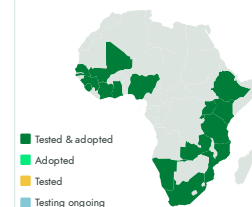
Sustainable Development Goals



Categories

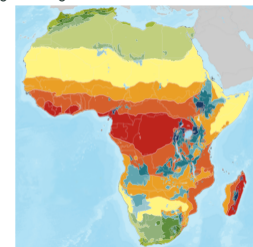
Production, Market, Digital applications,
Supply chain management,
Crop management

Tested/adopted in



Where it can be used

This technology can be used in the colored agro-ecological zones.



Target groups

✓ This technology is **TAAT1 validated**.

7-8



Scaling readiness: idea maturity:
7/9; level of use: 8/9

Cost: \$\$\$ **75 - 210 USD**

Cost of getting the technology

60—70 USD

Cost of renting a four-wheel tractor for 4 hours



Copyright

Problem

- Limited access to modern agricultural technologies for small-scale producers.
- High costs and risks associated with operating tractors and power equipment on farms.
- Inadequate information and communication channels for farmers to access mechanization services.
- Inefficient management of agricultural equipment, leading to underutilization and suboptimal performance.
- Limited scalability of mechanization services in smallholder farming communities.

Solution

- Access to modern agricultural technologies for small-scale producers
- Cost-effective and risk-minimized operation of agricultural equipment
- Improved information and communication channels for farmers
- Efficient management of agricultural equipment
- Scalability of mechanization services in smallholder farming communities

Key points to design your business plan

- Hello Tractor facilitates affordable mechanized farming, combating poverty and boosting agricultural productivity. Its digital platform enhances tractor efficiency, revolutionizing agriculture.
- Technology costs range from \$75-\$210, with additional expenses for training, phones, and data.
- The Pay-As-You-Go (PAYG) Financing Program allows new tractor owners to pay per acre serviced over 3-5 years, offering collateral-free financing and suitable implements like disc ploughs and harrows.
- Eligible participants include registered cooperatives and individuals meeting a 500 Ha threshold.

Gender assessment

4

Climate impact

7



Hello Tractor

<https://taat.africa/njq>

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