Rural men and women in Peru, Nicaragua and Zambia are often isolated and marginalized, living in unserviced remote areas. MEDA’s Techno-Links project will help small farmers and enterprises rise out of poverty by helping them to adopt new technologies and by promoting branchless banking services to help improve their productivity and livelihoods.
Support services are crucial to improving the incomes and productivity of rural enterprises and small farmers. Techno-Links (Technology Links for Improved Access and Incomes) will help rural men and women – especially small farmers and enterprises – to increase their incomes through improved access to technology for agricultural products and financial services.

Techno-Links will build on MEDA’s previous microfinance and enterprise development experience in Nicaragua, Peru and Zambia, while supporting strong local partners such as MiCredito in Nicaragua, Mobile Transactions, an electronic payments provider in Zambia, and local agribusiness suppliers in Peru and Nicaragua.

In Zambia and Nicaragua, Techno-Links will promote the use of branchless banking networks and mobile phones to deliver innovative financial services to rural areas.

In Peru and Nicaragua, the project will offer a matching grant to agricultural technology suppliers to widen their distribution channels to reach more small farmers. They can improve their productivity, helping to increase food security and stimulate economic growth in rural areas.

Techno-Links will offer direct support and assistance to over 250 local partners in three countries to help them better serve small, rural customers.

An additional 235,000 small farmers, enterprises and households will have the opportunity to increase their incomes and yields with financial services and suitable agricultural technologies.

Background

Rural families need access to financial services – credit, savings, payments and money transfers – to better manage their homes and businesses. But bank branches are few and far between and bank fees are high. Many forego investments in their business, household or savings due to lack of access.

In many parts of Sub-Saharan Africa and Latin America, most adults are “unbanked” – meaning they have no account with any type of financial institution, such as a bank, credit union or microfinance institution.

Agriculture technology – simple equipment to increase productivity and incomes (drip irrigation, rototillers) – is not available due to distance from supplier outlets and high cost.

Small farmers and rural enterprises can improve their livelihoods, but they need easier access to affordable technologies and financial services.

MEDA’s Assessment

Support services are crucial to improving the incomes and productivity of rural enterprises and small farmers. Techno-Links (Technology Links for Improved Access and Incomes) will help rural men and women – especially small farmers and enterprises – to increase their incomes through improved access to technology for agricultural products and financial services.

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3-Year Project Budget

MEDA’s Supporters

Canadian International Development Agency

$1.1 million

$518,436

$1.74 million

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