CASE STUDIES

Accelerating Growth - Side by Side with the Farmer Service Centres (FSCs)

CASE STUDY 1:

Digital Transformation and Inventory Visibility

Under the Agri-Jobs **4 You**th initiative, GIZ in partnership with agriBORA and GFA Consulting Group has implemented the Farmer Service Centre (FSC) Professionalisation Programme in Bungoma, Kakamega, Kisumu, Siaya, and Vihiga. It leverages private-sector agility and deep community presence, offering tailored, demand-driven support to smallholder farmers ranging from access to quality inputs and mechanization services to real-time extension advisory and market linkages.

Enterprise:

Professionalised Farmer Service Centre (FSC) have demonstrated their significant contribution to food security, decent jobs, and climate resilience for smallholder farmers through localized, tech-enabled, and business-savvy rural service hubs.

Location:

Vihiga County

The Challenge

Informal rural agro-dealers across Western Kenya historically struggled with fragmented record-keeping, high stock wastage, lack of real-time inventory tracking, and severe difficulties in securing predictable input credit from financial institutions. Without structured data visibility, managing seasonal demand surges and maintaining consistent stock levels was a constant operational bottleneck.

The Intervention

Through the GIZ Agri-Jobs **4 You**th initiative in collaboration with agriBORA, the FSC was selected for comprehensive Business Development Services (BDS) and digital integration. The hub was equipped with **agriPOS** software for automated sales and inventory tracking, integrated into the remote ordering platform (shop.agribora.com), and linked to digital input financing models (Buy Now, Pay Later [BNPL]).



Mwilitsia FSC: advisory to farmer on agronomic practices in ALV management



TRIGRA FSC Hub operator offering advice on input use

The Outcome & Impact

Structured Financial Visibility:

The hub transitioned from manual, error-prone logbooks to automated digital transaction logs, eliminating inventory leakages.

Enhanced Smallholder Trust:

Reliable access to certified seeds, specialized fertilizers, and transparent pricing built enduring confidence within the local farming community.

TESTIMONIAL / OPERATIONAL INSIGHT:

> *Before becoming an FSC and using agriPOS, I had goods for one week. Now, I can stock for the whole season. I've become the go-to agrovet in my area.*
>
> *– TRIGRA FSC Hub Operator, Siaya County*

CASE STUDY 2:

Last-Mile Extension and Climate-Resilient Advisory

Enterprise:
Professionalised Farmer Service Centre (FSC)

Location:
Siaya County

The Challenge
Smallholder farmers in rural Western Kenya faced severe productivity bottlenecks due to a strained public extension officer-to-farmer ratio (roughly 1:1,093). This led to heavy reliance on guesswork, outdated agronomic practices, and vulnerability to erratic weather patterns and soil acidity.

The Intervention
The local FSC was transformed into a community learning and extension hub utilizing the "Maarifa Mtaani" approach, deploying smart projectors for video-based training alongside automated SMS e-extension broadcasts. Farmers received localized advisories on Conservation Agriculture (CA), Integrated Soil Fertility Management (ISFM), and Good Agricultural Practices (GAPs), directly backed by the FSC's physical stock.



GAP – Integrated Pest Management (IPM): an FSC training farmers on the preparation of organic pesticide

Photo: © GIZ / Summary Wafula

The Outcome & Impact

Accelerated Knowledge Transfer:

Hundreds of farmers actively utilize automated SMS and digital advisory packages to make timely, climate-resilient crop production management decisions.

Improved Crop Productivity:

Measurable upgrades in soil management and fertilizer application significantly boosted regional yields.

TESTIMONIAL / OPERATIONAL INSIGHT:

> *The training on agroecology and the digital advisories we receive on our phones have completely changed how we manage our soil and crop yields. We no longer rely entirely on guesswork or delayed public extension officers.*
>
> *– Smallholder Farmer, Siaya County*

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