



MENTEE

Viola Nakadama

Co-founder and Agronomist Lead,
[Essymart Africa](#)



Uganda

Hailing from Mayuge district, Viola Nakadama is a Ugandan social entrepreneur passionate about empowering farmers through use of technology in farming, a YALI alumni 2023, winner of YPARD youth agribusiness hackathon 2023. The rising young leader holds an advanced diploma in Organic Agriculture and practices and has served as a peer extension service officer and an active community-based trainer in Village Farmers groups in Mayuge District.

[Essymart Africa](#)

Is an agricultural technology company passionate about ensuring food security. Essymart is a solution solving the challenge of small-scale farmers having limited access to quality farm inputs, agricultural markets, farming methods and information in the Busoga Sub Region. By using common SMS technologies and telephone calls, Essymart is considered a low-cost solution facilitating large-scale implementation. Essymart plans to leverage USSD technology to enable farmers' access to data without internet connection, and voice technology in local languages to provide essential information for illiterate farmers and Artificial Intelligence to provide real-time information on weather, market prices and farming advice via mobile phones. The Agriculture sector employs 70% of the population (UBOS:2022) majority of who live in rural areas as Smallholder farmers (SHF) estimated to be 18.2m (UBOS:2022). However, a significant challenge arises from the 87% poor quality Agro-inputs on the market (MAAIF), 70% of SHF have limited access to credit facilities (Heifer International 2023), and inadequate market linkages for SHF produce. (FAO, UNCDF). Hence causing low farm Productivity, Food insecurity, Low incomes and Poor standard of living by Uganda's largest population.



MENTOR

Alima Bawah

Co-founder,
Cowtribe