

AGRA Impact Series



BRITEN supports upcoming Retail Agro Dealers - Tanzania

June 2021

Zabibu Magava, Petronila Ndambo and Rehema Lawrence Mbuya are three young agro-dealers in the southern highlands of Tanzania that have invested to improve the accessibility of inputs for small holder farmers in their areas.

Ms Magava lives in Italula Village, Kilolo District, Iringa Region, in the southern highlands of Tanzania and started working with PIATA TIJA Tanzania after being selected as a Village Based Advisor (VBA) during a village meeting at Italula. She attended the business training conducted in October 2018, under PIATA TIJA Tanzania and opened an Agro shop at Ihimbo Village, a few kilometres.

Zabibu started her agro dealing business with a capital of TSH4 million that she got from selling her maize and common beans and her savings. Ihimbo is the center of Italula, Isoliwaya and Ihimbo, and her shop has been able to supply inputs to more than 700 small holder farmers.

In July 2019, Ms Magava attended an agro dealer Inventory Management System training conducted at Iringa during which she was taught how to track daily sales and stock in her mobile phone. She could also tell the number of farmers served within a season or at any time.

Due to a lack of funds, she was not able to fulfil



the farmers input requirements until after she was linked to Iwawa General Supplier who supported her with inputs on credit. Iwawa started supporting her with inputs of Tsh.1,372,500, which sold out in about 6 days only, and was later supplied with another stock of about Tsh. 1,664,900.

With this linkage, Ms Magava is now able to run her business with enough stock from her shop. Farmers are happy as the distance of getting inputs has shortened. She has also been trained on record keeping management by TAPBDS.

Ms Ndambo's agro dealership is located at Magulilwa Village, in Iringa region. Unlike Ms Magava, she got a starting capital from her father who saw her great ambition to become an agro dealer. She was then linked to Alpha Agrovet

who supported her with agricultural inputs, which enabled to strengthen her business network.

Petronila is now able to supply input to farmers of Magulilwa Amcos, the whole village and neighbouring villages.

To help her manage the business better, Petronila was trained on the BRITEN agro dealer Inventory Management system (BAIM) which will help in record keeping as well as in tracking the products stock.



Rehema is a youth retail agro dealer located in Mtwango area in Njombe District. She has been supported under PIATA TIJA Tanzania project on various business skills training, financial management and coached on proper use of record keeping books. Some of the training she received included licensing and formalization on agro dealership business from TOSCI, TPRI and TFRA for compliance.

She has also been trained on business planning, good agronomic practices skills and on the BRITEN Agro dealer Inventory Management system (BAIM) that will help in record keeping and stock management.

She won a youth enterprise grant of TSh1.7 million in 2018.

By working with PIATA TIJA she has benefited from input linkages to hub agro dealers such as Mteweke in Njombe, input companies – BEULA, PANNAR, KIBO and ZAM seeds.

From 2018 she has expanded her supply of inputs to five villages: Sovi, Itunduma, Welela, Lunguya and Ilundi reaching about 2,000 farmers who are now happy that they can easily access agriculture inputs such as improved seeds.