Agri-plus is a system that I have designed to provide free-flow of essential information in the agriculture industry. Agri-plus is a tactically disruptive idea that uses information communication technology to link all stakeholders of agriculture in the most efficient way possible without them incurring unnecessary costs. This initiative is a multi channel system that engages the use of an application, the web and social media platforms to disseminate information by creating an unbounded digital framework of agriculture thus connecting farmers, buyers, suppliers with markets e.t.c and vice-versa.

Agri-plus is a system that links farmers to the essential knowledge and information in real time of their product and information on markets (input and output markets).

This idea is unconventional because it makes it easy for the end user (famer) to access markets at the least possible costs by using monitoring technologies "god's eye concept" using the shared digital perceptions, "hash tags" and by social media integration. This idea is about linking the right people with the right product in farming to the right buyer or seller in the most efficient way.

In developing countries like Zimbabwe and most sub Saharan countries farmers incur unnecessary expenses due to the unavailability of information or access to information. It could be information about the product they are farming, information on weather, information on markets all these deficiencies in the flow of information result in major losses to the farmers and therefore the agriculture sectors in these countries remain underdeveloped and the farmers themselves impoverished. Thus it is therefore the aim of this idea to provide a bridge to the farmers by offering all the pertinent information required for them to be successful in farming.

Piloting the idea

This idea can be implemented in phases, for example we can start by poultry farmers in a certain region (province) in Zimbabwe. The poultry farmers will get all the necessary information they want on poultry farming including access to markets, regardless of the quantities they produce. Upon success of the pilot the idea will be employed in the other facets of farming i.e crops, fish farming e.t.c.

This idea will need excellent IT personnel (programmers and developers) to create the system, interfaces and frameworks that will allow the free flow of the farming information. The system itself has phases as well it evolves, for example it will have the mass sms platform to keep farmers without internet connectivity abreast with the market demands as well as their product's demands and any

relevant information pertaining to agriculture for example workshops and trainings in their local areas. Farmers with access to internet will receive all the information through the agri-plus app which will be made available on appstore as well as playstore for android devices. The agri-plus system will use the social media as a market as well by integrating social media with the system, for example any person can post on their facebook page with the harsh tag #agri-plus which will allow the agri-plus system to locate the post and then transfer the information to farmers e.g: "Facebook| Im looking for 200kgs of cowpeas #agri-plus". Automatically the GIS and monitoring technologies will monitor the users request and sends the message through the app to the farmers who produce cowpeas, and also through the mass sms.

Given the timeframe of 12 month and a budget of (USD$100,000) the whole system will require 2-5 months to be completed however the system will evolve over time. In the first few months we'll apply the web and the sms platform at the same time gathering information from farmers in the marginalized areas. In at least 3.5months the system would have completed and the integration with social media will allow us to take more with the introduction of the application as well, this would have allowed us to cover much ground by the end of the 12 month period.

Data that will be provided includes; Data on existing markets (real time data on prices, products and places for all farmers' requirements.), trends of products data on how to farm certain products, data on the weather patterns in different regions, data on inputs market

The importance of access to information cannot be over emphasized the chief aim of this idea is to develop farmers and improving their wellbeing. Given the success of the pilot the next step is ensuring coverage of the whole country and then the region as whole.