



# Making **Agriculture** Easy For Everyone

Unleashing the power of Digital Agriculture to Boost Smallholder Farmers Productivity

**Agriculture is the backbone of the Ethiopian economy, however, the sector is intertwined with several bottlenecks that hamper its productivity.**

Key challenges faced by farmers in the Ethiopian agriculture sector

1

**Limited Access to Inputs and Mechanization**



2

**Pests and Diseases**



3

**Climate change**



4

**Limited Access to Financial Services**



**Low productivity, and Production (Subsistence Farming)**





# Lersha comes offering bundled solutions with a ‘phygital’ model that enhances productivity and income for farmers and creates jobs.



## Lersha Solutions

**Demand aggregation and facilitate linkage with input suppliers and dealers**



**Facilitate dynamic climate and crop specific advisory as well as input usage**



**Facilitate access to finance bundled with agriculture insurance**



**Produce aggregation and facilitate connections with buyers and warehouses**

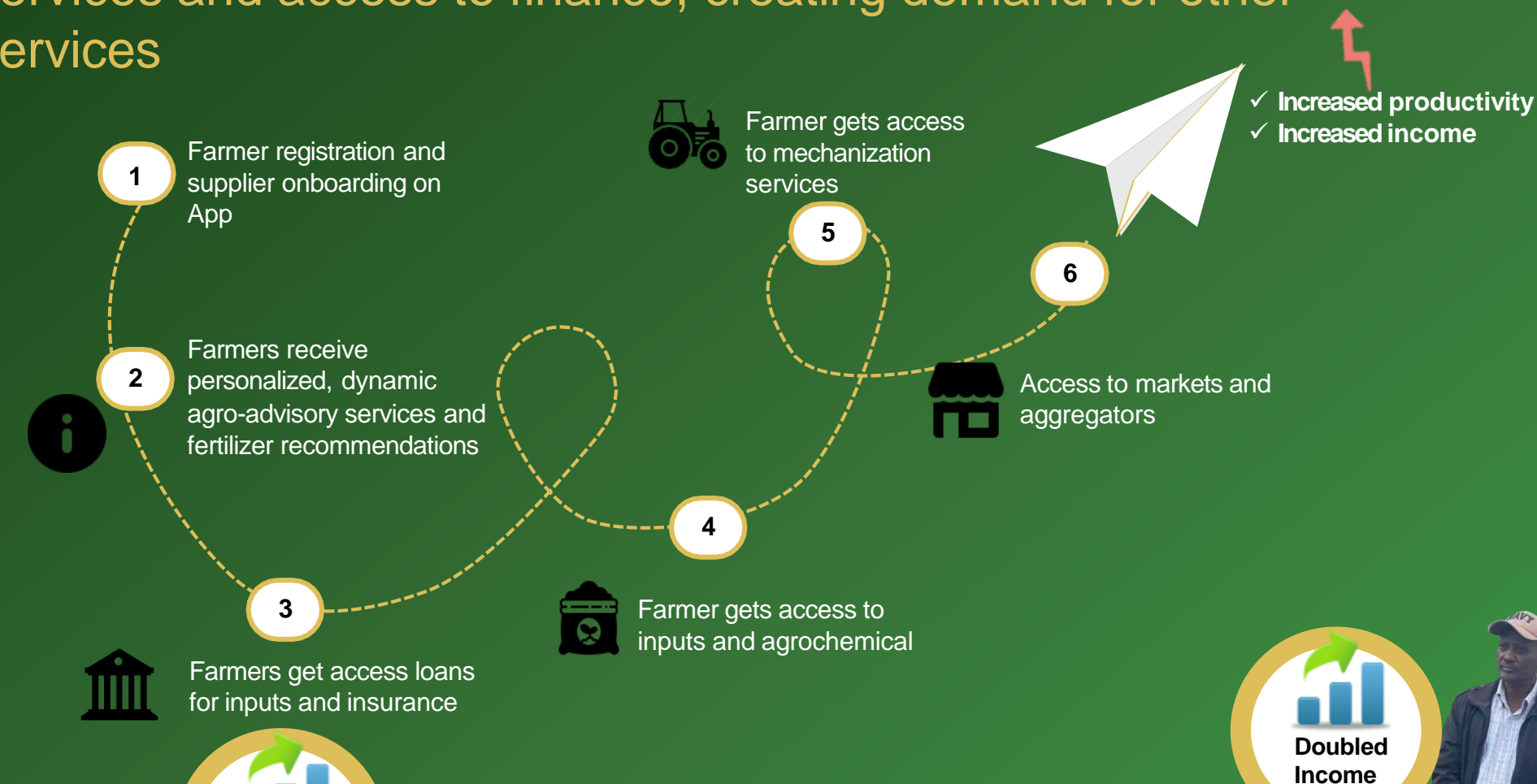


## Implementation Modality

Phygital Model



# Marginalized farmers receive digital agricultural extension services and access to finance, creating demand for other services



**Double  
Production**

## Meet Momina Haji

farmer and mother of 5 from Oromia , a wheat region, Ethiopia who produced double in 2023.

## Meet Tadesse Raya

A barley farmer from Oromia , a malt region, Ethiopia who earned twice due to shifting to commercially viable commodity.

**Doubled  
Income**

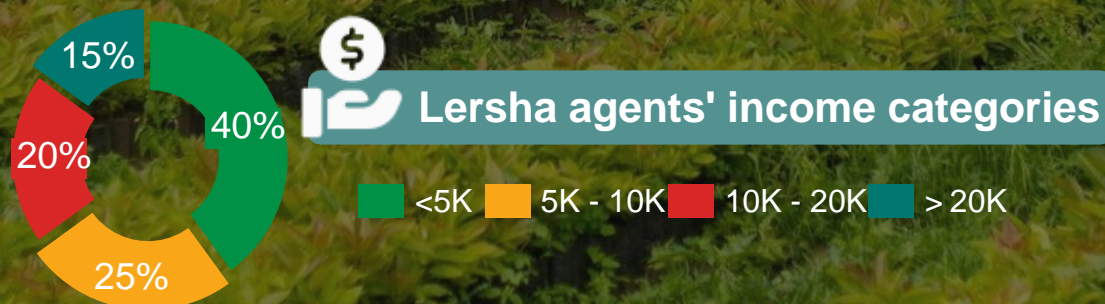
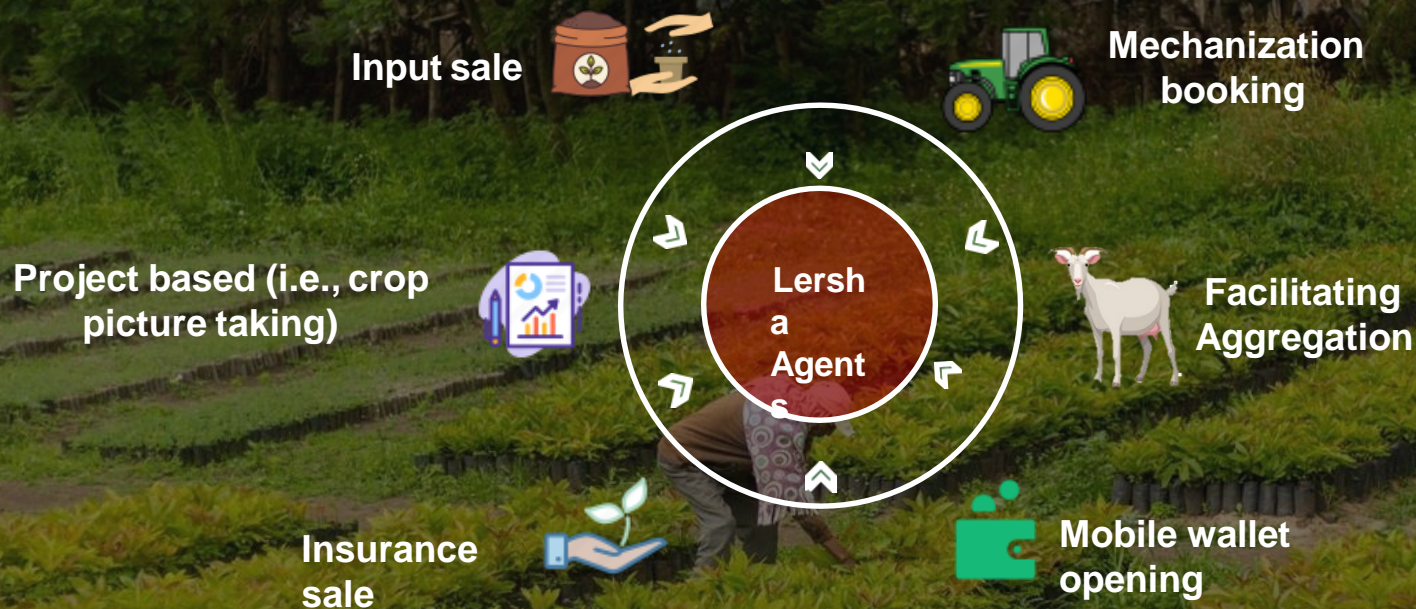




# The Lersha model enables its agents to generate a sustainable income through multiple channels



What are the income sources for Lersha agents?





# Lersha's Traction



## Registered Farmers

Lersha agents so far registered 168k smallholder farmers in 6 regions



## New product development

5 new products are under development to make Lersha as a truly one stop farming solution to smallholder farmers

## Number of Lersha Agents

We have reached 1,990 Lersha agents and adding more as trainings are happening in new geographic areas



## Operation areas

Operational across 5 regions in Ethiopia (Oromia, Amhara, Somali, Sidama & SNNPR) and recently expanded to the Tigray region.

## Business partners

Lersha works with 172 mechanization service providers, 64 input retailers, 9 financial institutions and 2 mobile network operators



## Amount of transactions

14,609 farmers ordered through the Lersha digital platforms amounting 1.16 million USD via the digital platform supported by the mobile app, call center and Lersha agents.



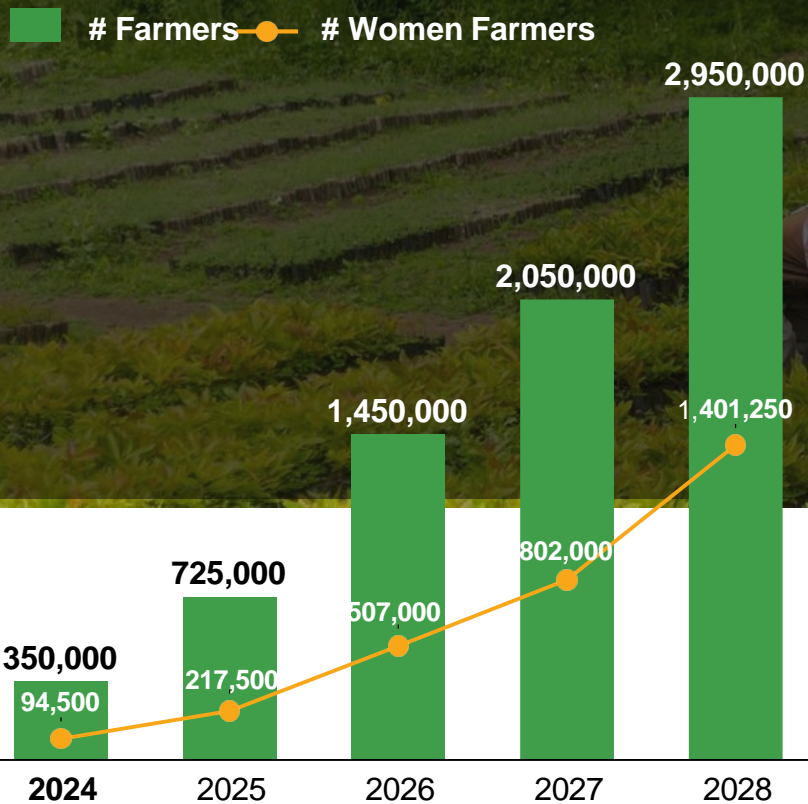


# Lersha's 5-year Projections



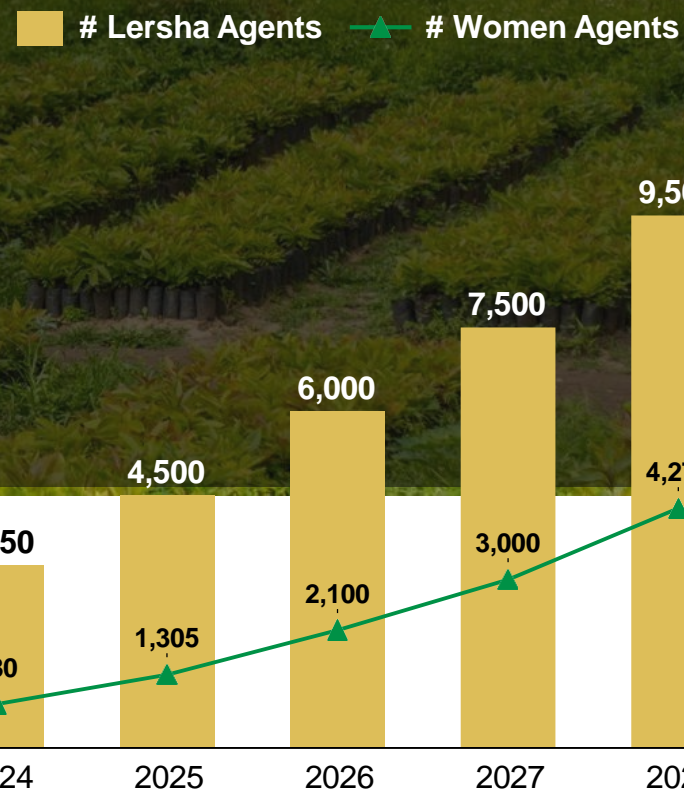
## Farmer reach projection

# of farmers reach, 2024 to 2028



## Lersha agent projection

# of Lersha agents, 2024 to 2028



Revenue  
Growth (USD)

2024	2025	2026	2027	2028
6,835,937	32,067,307	69,204,545	121,718,750	170,362,500

# What makes Lersha different?



*Companies like Pula specialize in crop insurance, while Hello Tractor and Hello Erf are exclusively dedicated to mechanization. Lersha introduces a distinctive approach with bundled solutions and flexible implementation methods.*

1



The model stimulates demand and establishes connections with suppliers

2



Bundled Services across the value chain: agro-advisory, input, mechanization, loan, insurance

3

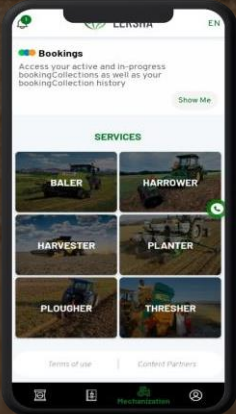


Sustainable framework enabling farmers, suppliers, and the Lersha platform to generate revenue

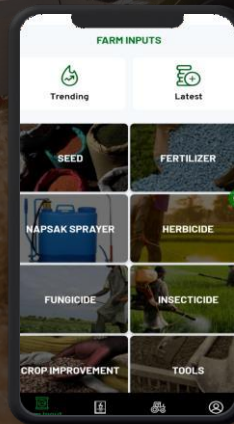
4



Formed strategic partnerships with key value chain actors



**Context- Centered & Multilingual**



**Offline Functionality**



**User-Friendly Interface**

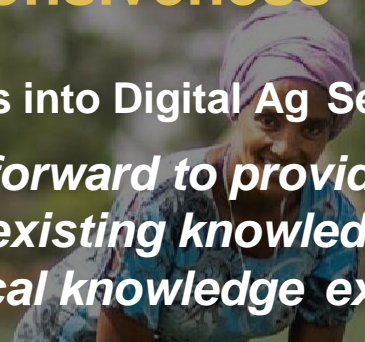


# Gender and Youth Responsiveness



## Embedding Gender-Responsiveness into Digital Ag Service

*Lersha highly believes the way forward to provide accessible agricultural services to women farmers is to grasp the existing knowledge and community ties, then leverage digital tools to enhance reciprocal knowledge exchange*



### 🚩 GENDER RESPONSIVE

- » Integrating the specific requirements of women smallholder farmers through the collection of gender-disaggregated data, utilization of gender-specific survey tools, and continuous monitoring and evaluation with a gender lens. Lersha consistently enhances its business model to address the gender gap in access to inputs, mechanization, advisory services, and digital tools
- » Lersha ensures a minimum representation of 30% women among its agents and strives to cater to 50% women smallholder farmers in its operational areas



### 👍 GENDER TRANSFORMATIVE

Lersha is considered a Highly Gender-Transformative business model because it is aware of gender gaps & norms, commits to address them in all aspects of business. Achieves gender-transformative outcomes in multiple areas. [based on survey conducted by CGAP]

### 👥 Youth Inclusive

Lersha takes proactive steps to engage and empower young, dynamic individuals as Lersha agents. By providing them with essential resources and training, Lersha nurtures their capacity and entrepreneurship skills. Through this initiative, Lersha not only equips the youth with valuable knowledge but also opens up exciting opportunities for job creation and economic growth

# MEET OUR TEAM



**Abrhame Endrias**

**Founder / Managing Director**



**Biniyam Mengesha**

**Operation Lead**



**Meron Sileshi**

**Comms and Business  
Development Lead**



**Satta Abraham**

**Strategic and Growth  
Lead**



**Bereket Asrat**

**Data Analytics & Insights  
Lead**



**Abdelah Nasir**

**Agent Management  
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**Mary Umar**

**Finance Management  
Specialist**



**Biniyam Getaneh**

**Product Lead**



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# Making Agriculture Easy For Everyone!

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## **LERSHA | Ethiopia**

*One stop digital service for smallholder farmers that provides advisory content on climate smart agriculture solutions, weather information, and facilitates access to agri-credit and agri-insurance.*