



# RESULTS OF CREATIVE AND INNOVATIVE RESEARCH: THE SUCCESS STORY OF PATAINTEL, AN INNOVATIVE RESEARCH-BASED E- LEARNING PLATFORM FROM TANZANIA

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26th and 27th October  
Kampala Uganda

- E-learning is the form of learning that involves the use of digital platforms in education, training or knowledge sharing (Martinez-Garcia et al., 2023).
- It is beneficial because of the advantages it brings that include easy access, availability, scalability, effective use of resources, simplification of personal learning and many more (Weerarathna et al., 2023).

# Introduction

## Research work around E-learning

- COVID 19 pandemic
- UbuntuNet Connect 2021
- UbuntuNet Connect 2022
- PhD Research

# Introduction

- The 2022 Ubuntunet presentation titled “Tanzanian digital technologies in teaching, learning and research process: Availability and Coverage” showed that there is a need of developing more African based E-learning platforms that can be tailored to cover our needs.

# Introduction

Based on the feedback a study was conducted in 6 regions of Tanzania to assess the readiness of using digital platforms for accessing agriculture knowledge.



## Need for agriculture knowledge:

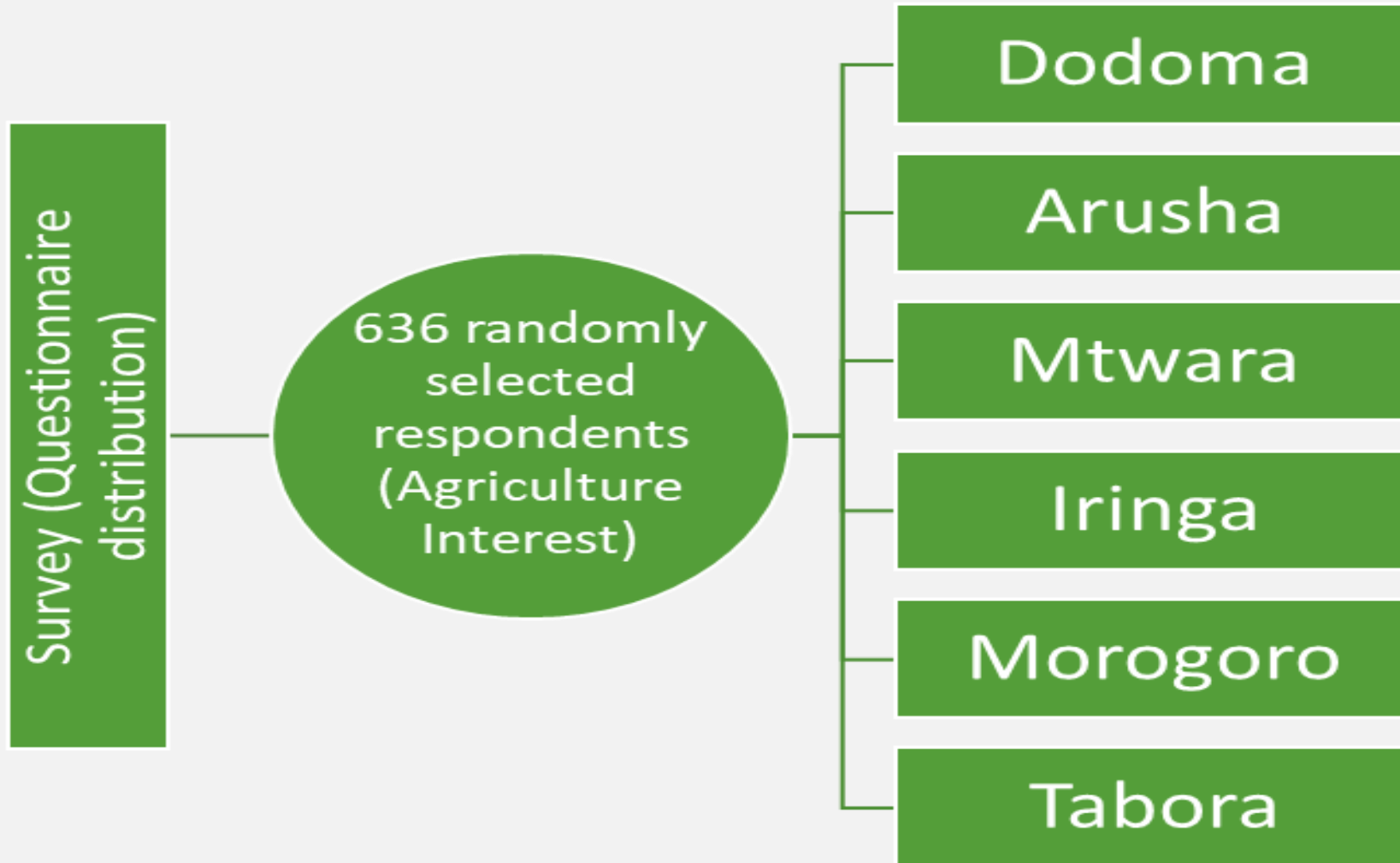
- Lack of easy access to agriculture knowledge
- Lack of easy access to extension services.
- Negative perception and myth around agriculture.
- Low productivity
- Food loss

According to Agenda 10/30 (URT, 2022; Ndimbwa et al, 2019)

# Why Agriculture?

# Methodology

7

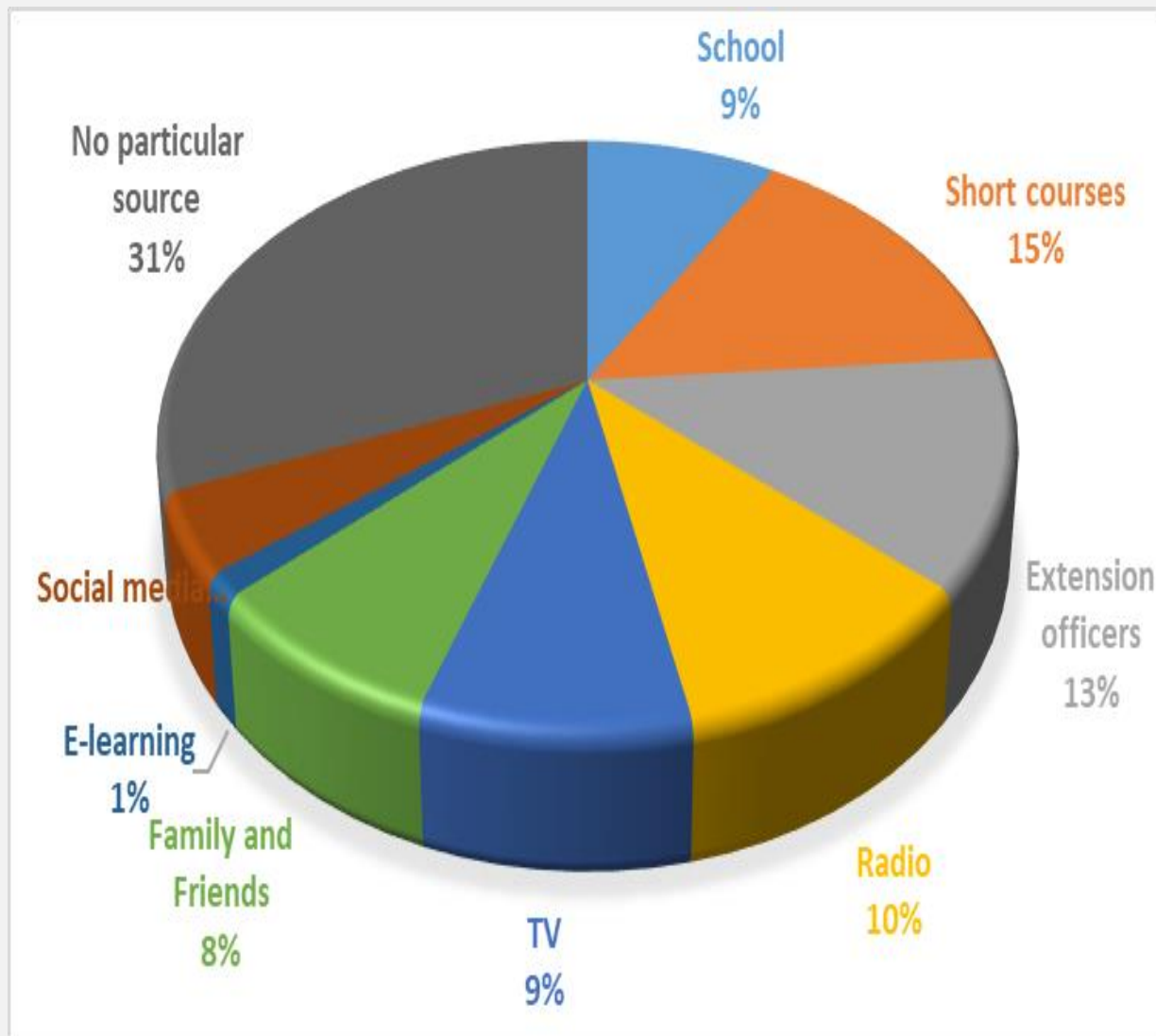


The following are the findings of the study

## Study Findings and Discussion

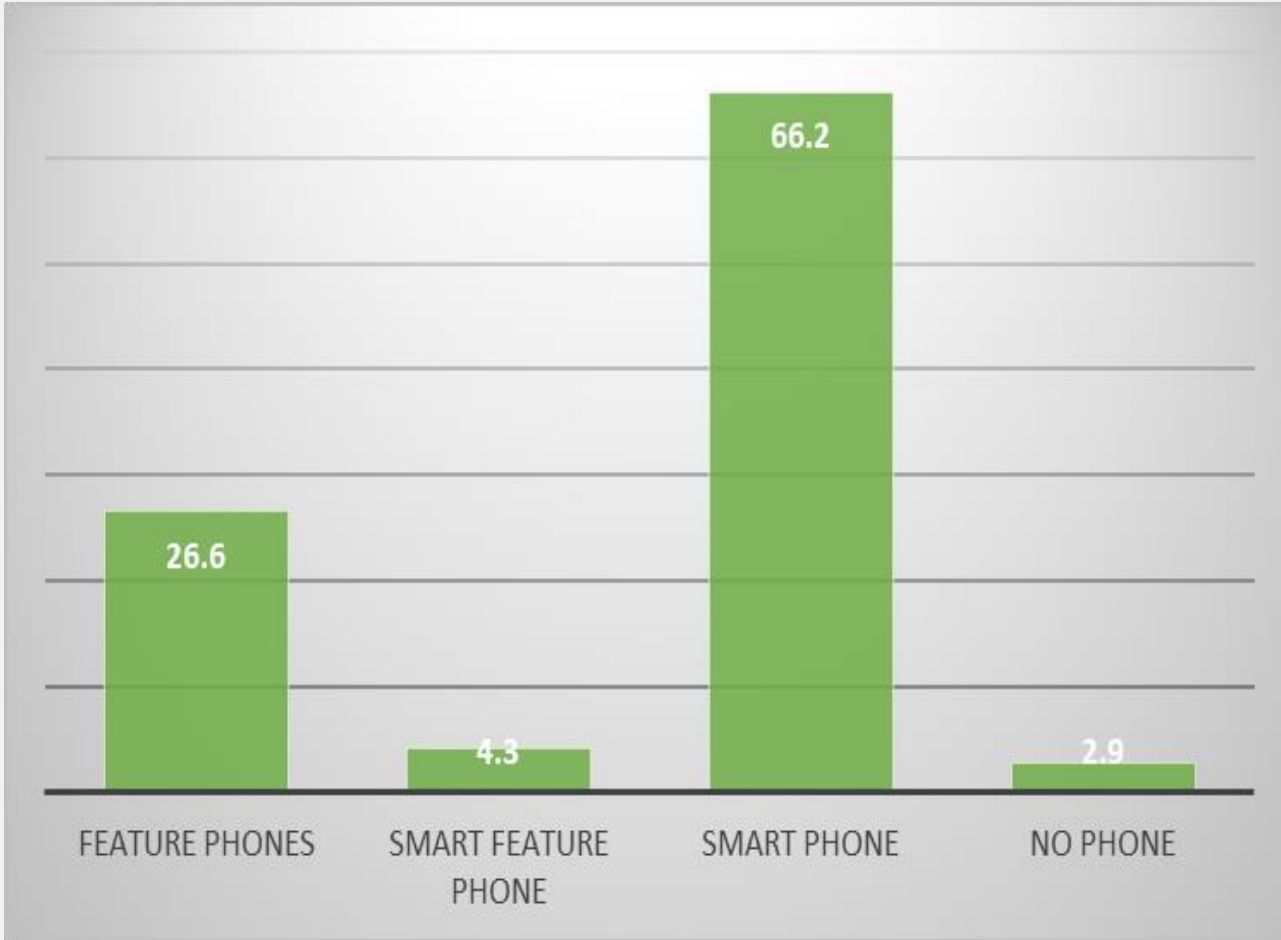
# Demographic Characteristics of the respondents

Demographics	Categories	Respondents
Region	Arusha	17.6%
	Dodoma	19.6%
	Morogoro	17.2%
	Tabora	10.6%
	Mtwara	21.5%
	Iringa	13.2%
	Total	100%
Age	19 and below	4%
	20 to 29	65%
	30 to 39	11.9%
	40 to 49	11.4
	50 to 59	5.1%
	60 and above	2.2%
	Total	100%
Gender	Male	57%
	Female	43%
	Total	100%
Education level	Not gone to school	2.8%
	Primary education	24.2%
	Secondary education	8.3%
	Higher education	64.6%
	Total	100%



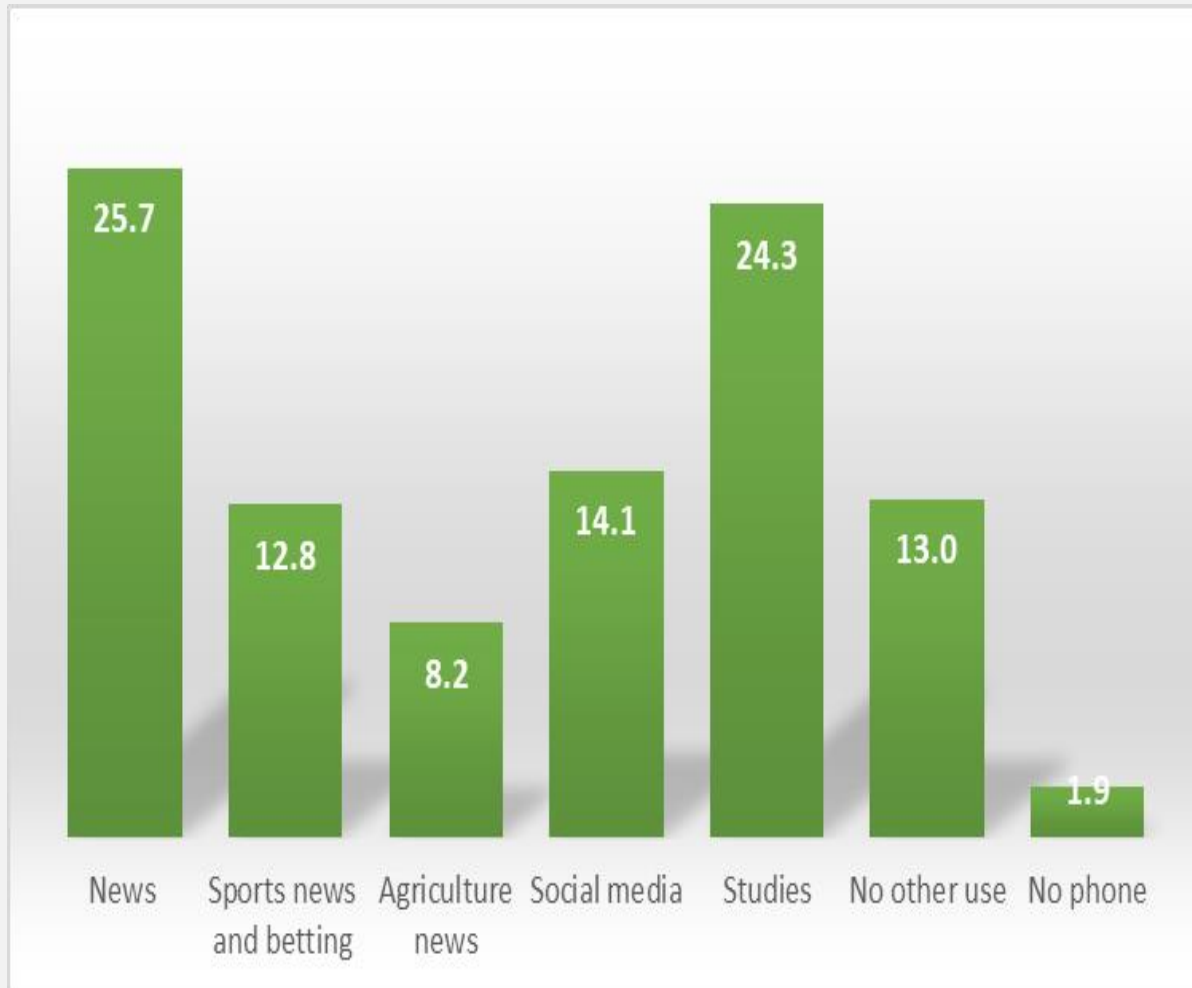
# Current sources of Agriculture knowledge

Use of digital platforms E-Learning and Social media is the lowest



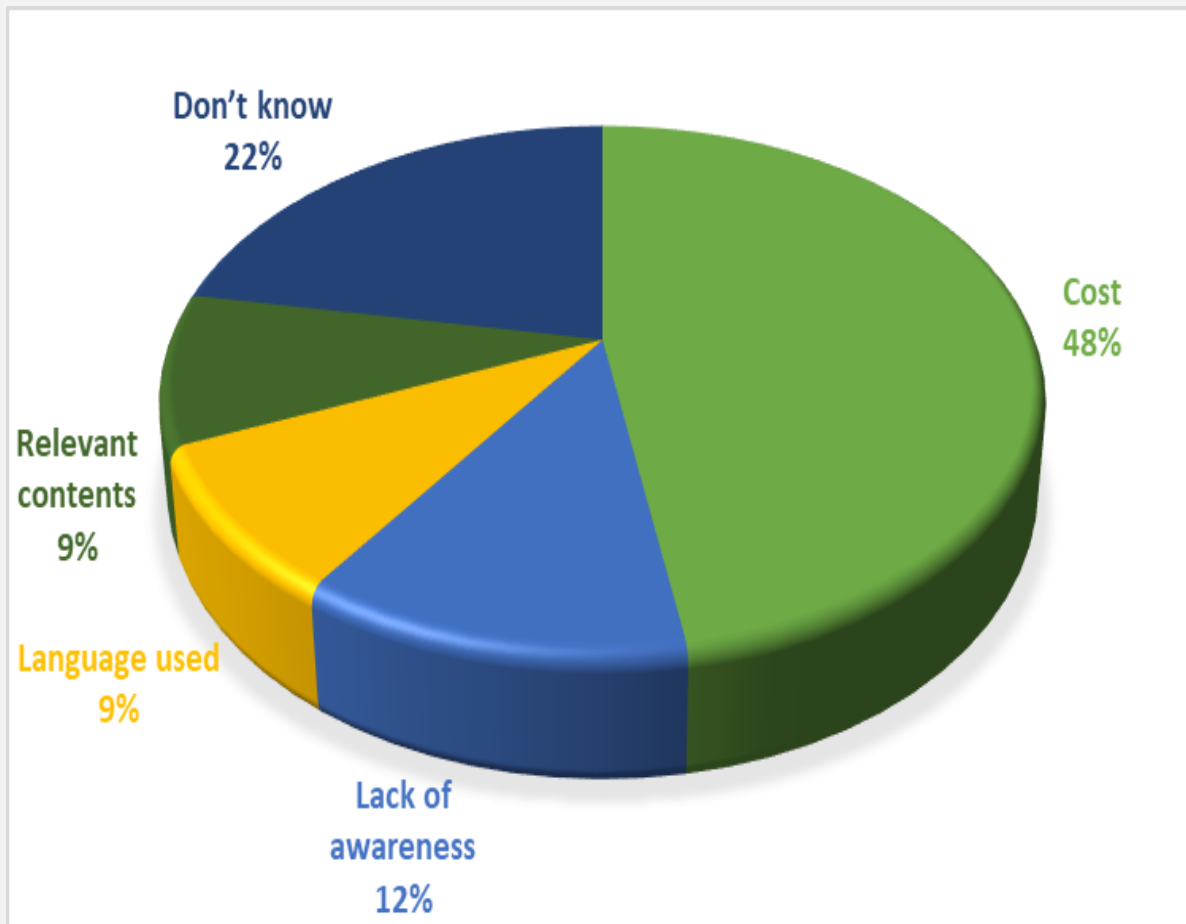
## Type of phone owned

Majority of the respondents have access to Smart Phones



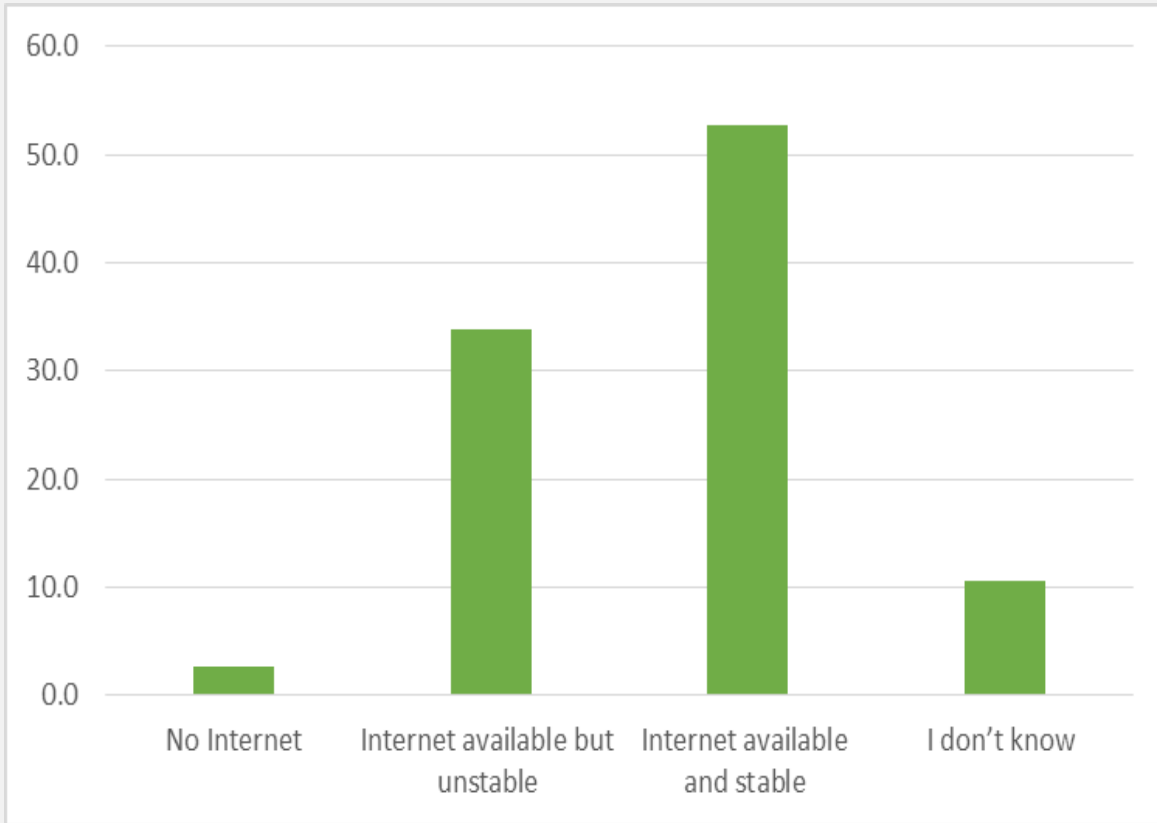
## Uses of Phone apart from communication

Majority used their phones for accessing news and studies, very few accessed agriculture contents



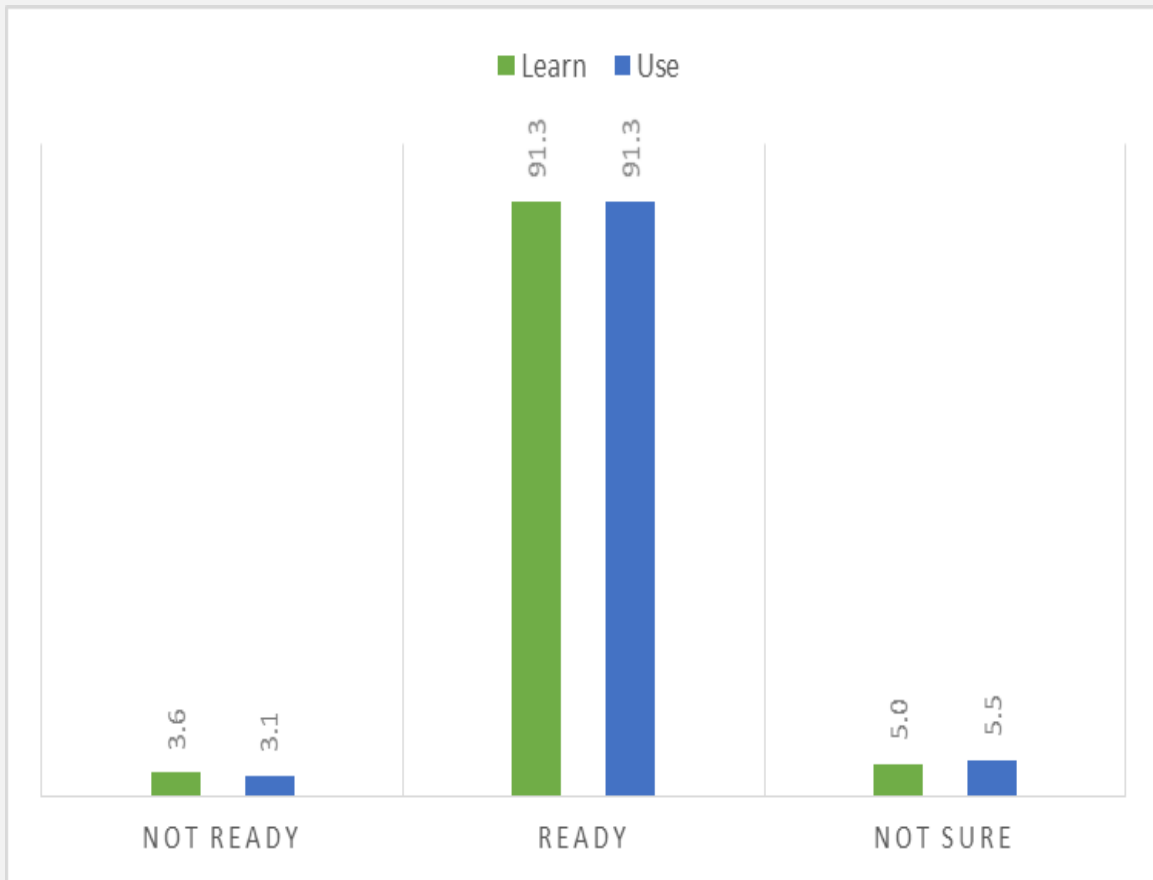
Cost was seen to be the main challenge

Challenges for  
using digital  
platforms for  
agriculture  
knowledge  
acquisition



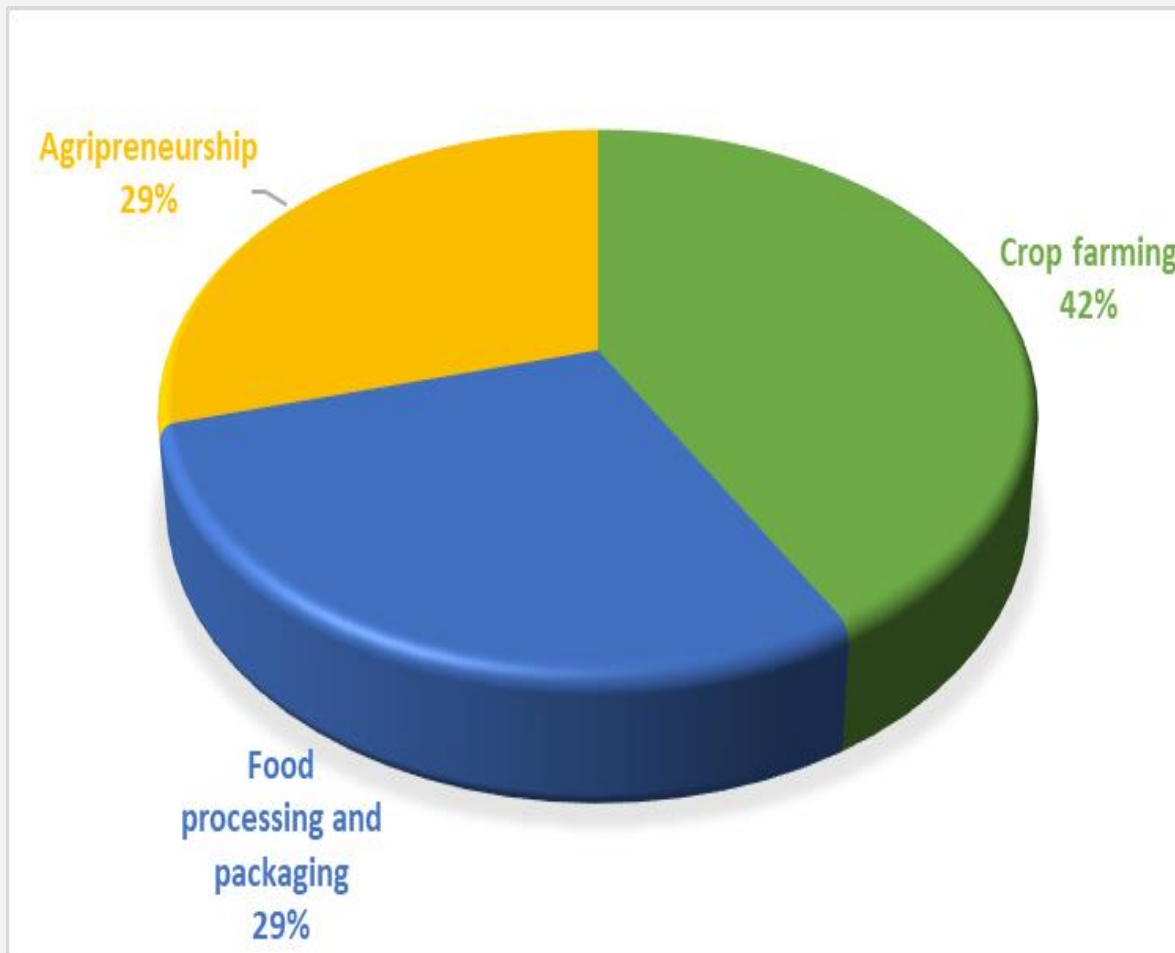
Majority of the respondents came from areas with stable internet connection

# State of Internet availability



Majority of the respondents are ready to learn and use digital platforms for accessing agriculture knowledge

Are you ready to learn and use digital platforms for accessing Agriculture knowledge?



Majority of the respondents wish to learn crop farming.

What will you wish to learn in the agriculture value chain?

# Conclusion

There is an increased use of smartphones hence more learning platforms should be developed.

Since people use mobile phone for studies, they can easily use the same for learning agriculture contents

Developed learning platforms should consider cost issues

Awareness of learning platforms need to be made

Crop farming was the main knowledge need for many respondents



An Agriculture Value Chain  
Artificial Intelligence Enabled  
E-Learning Platform

Our Solution

## What we offer

### Localized Materials

(Crop farming and Agribusiness)

1

### Personalized Content

2

### Source of information

Linking with sources of information on weather, markets, financial services etc

3



6

### SDG

4 - Quality education, 2 - Zero hunger and 8 - Decent work and economic growth

5

### Q n A AI Chatbot

4

### Extension services

Stakeholders linkage and use of sign language

- Those interested in Agriculture
- Youth (graduates)

**Our Target  
Customers**

# GROWTH STRATEGY

## Phase 1

January, 2023

### Research and platform development

- Research
- Business name registration process.
- Domain name registration
- 50% platform development
- Content creation standards
- Course and content syllabus
- Branding



## Phase 2

June, 2023

### Creating localized and personalized e-learning content

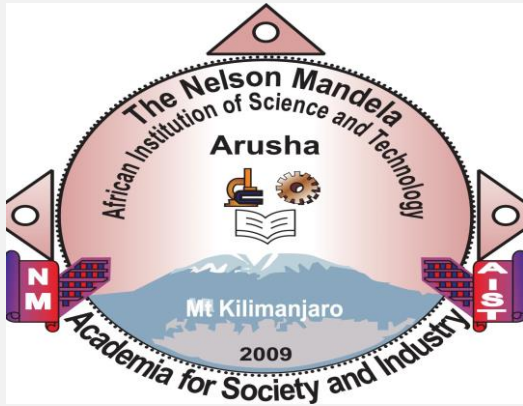


## Phase 3

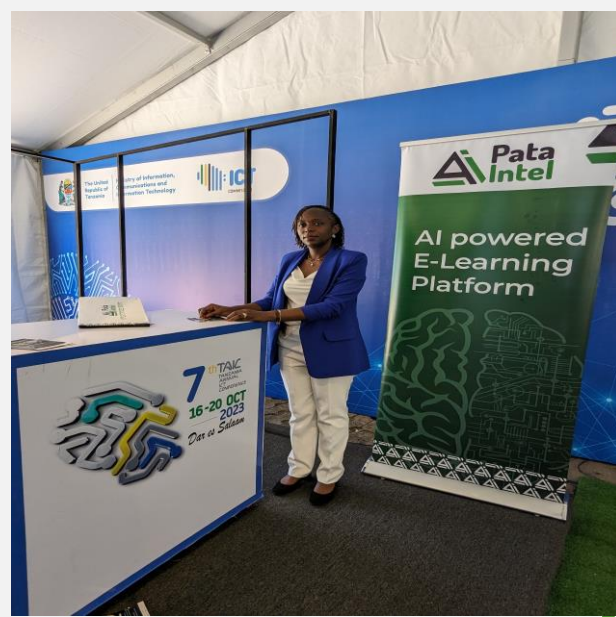
Oct, 2023

- Promoting and marketing the platform
- Launching

## *PHASE 4: SCALING UP*



# Mentorship and incubation services



# Potential Partners and Customers



# Screen shots of the platform – [www.pataintel.co.tz](http://www.pataintel.co.tz)

**Pata Intel**

CATEGORIES

Farming Process and Production Research and Publication Marketing Farming Process and Production

## Learn Anytime

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Most Popular Courses  
Most people choice

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# Screen shots of the platform – www.pataintel.co.tz

The screenshot displays the PataIntel website interface. At the top left is the PataIntel logo. To its right is a 'CATEGORIES' menu icon. On the top right, there is a shopping cart icon with a '0' notification, a search icon, and 'Login' and 'Signup' buttons. Below the header, a course card for 'Research for farming' by Aron is shown, with 'No Rating (0 Reviews)' and 'Free' pricing. A 'Featured Courses' section follows, containing four course cards: 'Research for farming' (Onsale, OFF 20%, By Aron), 'Seed Selection' (By Aron), 'Beans Seed Farming' (Onsale, OFF 20%, By Christopher), and 'Farming process' (Trending, OFF 20%, By Christopher). Each card includes a representative image, a small instructor profile picture, and navigation arrows.

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Research for farming  
By Aron  
No Rating (0 Reviews)  
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**Featured Courses** [View More >>](#)

**Research for farming**  
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**THANK YOU**