



AGROMÓVIL



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Technical assistance



About Fundación para la Innovación Tecnológica Agropecuaria (FIAGRO)

Private, non-profit, apolitical organization of national scope, working to serve the public interest. It is open to all entrepreneurs who want to embrace the challenge of innovation and change. Its main objective is to facilitate access to state-of-the-art technology, as well as innovation and technology acquisition projects, within the agriculture and agro-industrial sector of the country.

Technology/Application

Information services platform that allows producers and SMEs to access information to improve the production and marketing of agricultural products.

Features of the inclusive technology solution



Producers and SMEs can access updated, reliable and timely information on:

- Market prices, inputs, equipment and services.
- Climate.
- Access to new markets.
- Information and agricultural technical advisory services.



The platform facilitates the management of two types of services:

1. Short message services (SMS).
2. Voice call services.

More information: <https://www.redinnovagro.in/docs/agromovil.pdf>

Results and scope



2,000
project beneficiaries



Countries covered
El Salvador



Implementation of an **operational center** to provide personalized information.

Inclusive features

- Functions without an internet connection.
- Needs-based technology design that is intuitive and user-friendly.
- Communication via chats.
- Proprietary technology and democratization of access.
- Collective marketing, fair trade and reduction of intermediary costs.
- Partnerships and social support networks.
- Technical assistance transformation.

More information

<https://includas.gfar.net/sites/default/files/2022-07/Experiencias%20seleccionadas.pdf#page=19>

Social media

<https://www.facebook.com/agromovil.org>
https://twitter.com/agromovil_sv