

# DEVELOPMENT OF AGROBUSINESS INNOVATION IN ALGERIA « InnovAgro »

## THE AGRITECH BUSINESS OPPORTUNITIES IN ALGERIA

### AgriJob

Platform to put agricultural producers in touch with (skilled) labour.

#### IDEA N°13

TYPE OF OPPORTUNITY:

Digital technology - Web and mobile platform.

#### CHALLENGE:

Farmers have difficulty finding the right number and/or skills of workers at the right time. Agricultural workers, who are often vulnerable, lack protection, assurance of rights and security in their work.

#### IMPACT ON THE VALUE CHAIN:

**Upstream :** Improving access to a workforce suited to the needs of farms.

**Downstream :** Better working conditions for employees and reduced transaction costs and losses for producers thanks to efficient and guaranteed staff management.

#### SOLUTION:

##### Development of an application that :

- Connects producers and skilled workers based on regional and seasonal needs.
- Offers a rating and reference system to guarantee the reliability of both parties.
- Includes complementary services: health insurance, grouped transport, training, internships or permanent jobs and replacement of absent or inefficient workers, various service delivery modules.



#### BENEFITS OR EXPECTED IMPACT

- Optimisation of human resources: rapid, reliable and guaranteed response to producers' needs.
- Worker safety: Increased protection through insurance, adapted transport and training.
- Mutual trust: Ratings and references to create transparency between employers and employees.

#### SOLUTION COMPONENTS/

- Geolocalised directory: grouping of offers and requests by region.
- Contract management: Simplifying contractual relations between employers and employees.
- Transport module: Organising safe transport solutions for workers.
- Service delivery module.
- Ongoing support: Assistance in the event of disputes or unforeseen events in the field.

# WHO WILL PAY FOR THIS SERVICE OR PRODUCT ?



## SUCCESS STORIES

### Prestagri

This French platform puts farmers in touch with qualified agricultural service providers. Users can consult service provider profiles, access evaluations left by other farmers and post invitations to tender for specific jobs. In this way, Prestagri makes it easier to find labour that is suited to the seasonal and regional needs of farms.

[CLICK HERE](#) ➡



### L'Agriculture recrute

Managed by ANEFA, this platform aims to facilitate contact between jobseekers, agricultural employees and employers. It offers a quality service thanks to regional professional managers, promotes professional integration in agriculture and provides guidance on careers and training. Users can consult job offers, submit applications and access information on available training courses.

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## PROCESS FOR REALISING THE OPPORTUNITY

### PHASE 1:

**Market study :** Identification of the needs of producers and workers based on their challenges.

### PHASE 2:

**Development of the platform :** Design of an intuitive application.

### PHASE 3:

**Pilot tests :** Regional roll-out and adjustments based on feedback.

### PHASE 4:

**Expansion :** Extension to other regions with integration of additional services.

COMPLEXITY



LEVEL OF INVESTMENT NEEDED

