Abavubi Mobile Application

**Executive Summary:**

The major aim of the project is to contribute to Sustainable Fisheries Management for improved Food Security

and income in Uganda. The specific objectives include: To improve business development and co-management

within the fishing communities, To finalize the development of the Business Management App (Abavubi), To

roll out the use of the Abavubi App to all fisher folk around Lake Victoria and To train 750 (173 women and 576

men) engaged in small and medium enterprises along the Fish value chain with business knowledge and skills.

The reporting period covers January to December 2021. Key activities carried out during the period included;

Western IT administrators (ITA) training, rollout of the app and capacity building of FFOU member associations

and market members, follow-up/coaching visits, Abavubi Fisher Mobile App marketing, Abavubi contract

extension, BDS introductory meeting to target districts, Recruitment of BDS trainers, Abavubi training for BDS

trainers, TOT Training, Manual Development in collaboration with ADC, Technical Advisory Meeting(TAG),

Call for Trainees, Fish festival, Abavubi Fisher application video content development and Coordination and

monitoring field trip.

Key achievements included; an ITA carried out in western Uganda, 23 Abavubi app capacity building/trainings

carried out where 488 people (321 males and 167 females) were trained, 51 follow-ups carried out where 638

(464 males and 174 females). The Abavubi app marketing was successfully implemented. FFOU successfully

extended its contract with GIZ to November 2022, where success has been achieved in introduction of BDS to

districts of Mpigi, Masaka, Mukono, Kampala, Kalungu, Kalangala, and Kyotera, recruitment of 7 trainers, TOT

trainings to FFOU, AFALU, and KWDT trainers who were further introduced to Abavubi app, Trainers manual

developed, 1 steering committee and 1 technical advisory meetings held, recruitment of trainees, participation in

fish festival, Abavubi app user story development, 1 coordination and monitoring meeting carried out.

Key challenges included Covid-19 pandemic lock down and associated curfew restrictions that affected

implementation of some field trainings. This included restricted movements, and reduced number of gathering.

Other challenges included 1) political interference in January 2021 that affected movement and tensions in the

country coupled with internet shut downs during the session the affected effective operation of the app, and 2)

Delayed fund release that delayed implementation of some activities. 3

**2. Project description and objectives**

Federation of Fisheries Organisations Uganda currently has eighty-five (85) member associations

comprising of fishing Associations, Aquaponics Associations, and Co-operative Societies which brings

together most of the Community Fisheries Businesses. The membership of all these-Business entities

indicates the basis of FFOU’s existence as a member-based organization.

FFOU in partnership with the GIZ-RFBCP is implementing Abavubi Fisher Mobile Application

(AFMA) project. The project is aimed at Improving Fisheries Business management on Lake Victoria

among fishing communities in Uganda.

Under the project, FFOU targets acquiring a total of 2560 or more downloads and active users to

improve their businesses.

A combination of the business skills and information technology through the App for extended

marketing and proper record management is expected to foster business growth in the fisheries

subsector. FFOU will carry out Business Development Services (BDS) among fishing communities in

the Districts of Kampala, Mukono, Masaka, Mpigi, Kalungu, Kyotera and Kalangala. The project targets

small and medium enterprises (SMEs) who will be equiped through trainings with knowledge and skills

that are anticipated to enhance their business growth for more income, more fish and employment

opportunities. The project is beingbe implemented for fourteen (14) months with a target of reaching out

to 750 trainees (576 men and 173 women).

**2.1 Project Objectives**

The major aim of the project is to contribute to Sustainable Fisheries Management for improved Food

Security and income in Uganda.

The specific objectives:

• To improve business development and co-management within the fishing communities.

• To finalize the development of the Business Management App (Abavubi).

• To roll out the use of the Abavubi App to all fisher folk around Lake Victoria.

• To train 750 (173 women and 576 men) engaged in small and medium enterprises along the Fish

value chain with business knowledge and skills.4

**3. Activities Carried out**

The key activities implemented included;

**3.1. Western IT administrators (ITA) training**

An ITA training meeting was successfully carried out in March 2021. The training was intended to

build the capacity of ITAs to support the roll-out of the App in their respective associations and train

members on the use and importance of the App in their daily businesses. ITAs (trainers of trainers)

were identified from FFOU member associations. 35 trainees (34 males :1 female) among various

fisheries business chain categories of barriers, fishers, fish suppliers, artisanal fish processors, fish

traders, fish mongers, boat builders and owners got together to acquire skills and knowledge on the app.

The training was held at Kasensero fish landing in Kyotera district. The training included a theoretical

and practical session aided by a user manual. The participants with android phones downloaded

Abavubi app onto their phones for practical, the training included participants with android and non

android phones using USSD codes. All participants successfully downloaded the App as a practical

session whilst those with feature phones tested using the USSD codes, and greatly expressed interest in

learning the app. They key findings and outcomes included; Luganda being the preferred language,

positive reception of the app, and need for business skilling to relate with app knowledge.

**3.2 Rollout of the app and capacity building of FFOU member associations and market**

**members**

Rollout of the App was carried out as a capacity building strategy for FFOU member associations and

GIZ partners All trainings were carried out in the areas of operation. The trainings were carried out for

a period of one day.The trainings on Abavubi Fisher App were segmented into two: theoretical and

practical where, a PowerPoint presentation was made with intricate explanations (English and

Luganda) and a practical session. A total of 488 participants (321 males and 167 females) were trained

during the capacity building activities. See table 1

Achievements:

Fully operational App

developed.

1041 users registered.

Development of a support

information center.

Functional Toll-free line.

Online Fish Market

Broadened. Development of

a USSD link.

Digital literacy of the Fisher

Communities.

Increased Social Behavior

Change and Communication,

SBCC for HIV prevention.

Established database of

Fishers.

Location & period

Busia, Mayuge,

Jinja, Buikwe,

Mpigi, Buvuma,

Mukono, Wakiso

Kampala, Masaka,

Kyotera and

Kalangala

(2019 – 2022)

Funder

GIZ-RFBC