

A stylized illustration of a group of diverse women with various hairstyles and colors, positioned on the left side of the slide.

South-South Series: Empowering and Growing Women-led Business

Session 4: Leveraging Technology and Digital Transformation

3 September 2025

Leveraging Technology & Digital Transformation

East Africa Farmers' most trusted Seed Source

Presentation : Victoria Seeds Ltd at
UN Women -COLEAD



Josephine Okot - Founder & Managing Director
September 3rd , 2025

WHAT IS OUR BUSINESS?

To transfer seed technologies from research into the hands of farmers with the goal of improving crop yields and farming income. In the seed we provide -:

- High germination
- Drought tolerance
- Early maturity
- Better yields
- Disease resistance
- Characteristics for industrial use
- ***To manage risks we offer farmers more choices in our 94 varieties, CPP and provide extension support.***
- ***Maize Hybrid Victoria 1 yields 7.4mts/ha from 1.0mt average, .We partner with CIMMYT and AVRDC***

MILESTONES : 2004 - 2024

**OUR TEAM AT VICTORIA SEEDS LTD HAVE
WON ACCOLADES FOR OUR WORK IN
DEVELOPING THE AGRI-INPUT MARKET ,
ETHICAL BUSINESS PRACTICE AND
EMPOWERING RURAL WOMEN IN OUR
BUSINESS MODEL**

UGANDA's TORCH BEARER MDG3

- May 16TH , 2008, Kampala



COMMUNITY ENGAGEMENT

We strive to develop communities in the areas we operate and focus on empowering rural women.

- ❖ Providing markets by engaging them in our seed supply chain
- ❖ Imparting seed production skills through training and regular extension / Transform from subsistence to commercial based farmers
- ❖ Providing input Loan seed or find partners offering credit that takes into account women's limitations
- ❖ Providing more efficient production and post harvest equipments to seed contract growers, addressing the time poverty of rural women

CRITICAL SUCCESS FACTORS

THE CASE OF VICTORIA SEEDS LTD

- ❖ Founded in 2004 , humble beginnings with personnel of 5, access to start up capital was a major challenge but grew to become a leading seed house
- ❖ Ventured into business in a profession I am truly passionate about. Passion is unmatched. You see beyond obstacles, you persevere
- ❖ Self confidence – Always believe in yourself and have the courage to follow through your dreams.
- Create a cadre of team players who share your vision and train them to bring solutions and not problems
- Find a financial partner willing to support your growth and is committed to understanding your business . If

UNLOCKING OPPORTUNITIES TO EMPOWER FARMERS THROUGH DIGITALIZATION AND AI



Where we want to be in Digital Transformation

- ❖ Early warning systems for drought and diseases
- ❖ Soil Testing
- ❖ Extension support in crop agronomy
- ❖ Crop Insurance
- ❖ Access Carbon credit
- ❖ Market prices for crop output
- ❖ Potential Buyers
- ❖ Digital Marketing

EARLY WARNING SYSTEMS FOR FOOD AND INCOME SECURITY



The FAW



DIGITALIZATION –THE FUNDING CHALLENGE

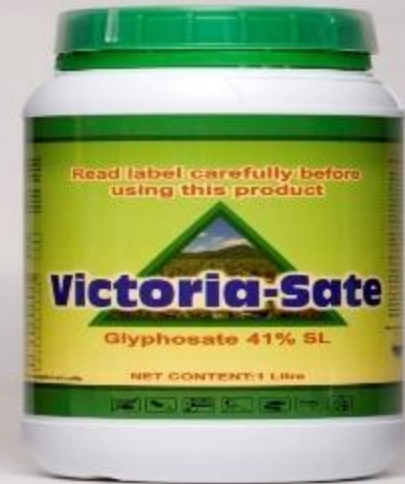
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IT IS ALWAYS DEBT !!!!DEBT!!!! DEBT!!!!

EQUITY IS SOFT - DEBT IS HARD!“

EQUITY IS FORGIVING - DEBT INSISTENT!

EQUITY IS A PILLOW; DEBT A SWORD!"



Thank you for your
attention !





Thank you

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