myAgro wins 2018 Skoll Award

Accelerating the mission of moving smallholder farmers out of poverty

Oakland, CA – April 2, 2018: myAgro, a social enterprise founded by Anushka Ratnayake, has been named a 2018 winner of the prestigious Skoll Award for Social Entrepreneurship.

The Skoll Award is presented each year to a select group of social entrepreneurs whose innovations have already had significant, proven impact on some of the world’s most pressing problems. The award invests directly, and calls on others to invest, in the promise of even greater impact at scale – to move towards a sustainable world of peace and prosperity for all.

“It’s truly an honor for myAgro to be welcomed into this community of social entrepreneurs making great changes in the world,” says Anushka Ratnayake, myAgro founder and CEO. “We are so excited to have the support to scale and reach our North Star of serving one million farmers by 2025.”

myAgro is a non-profit social enterprise based in West Africa that has pioneered a mobile layaway savings model that enables farmers to invest their own funds in high-quality seed, fertilizer, tools and agricultural training to significantly increase their harvests and income. Using a prepaid scratch card model, farmers pay in advance for their farm inputs by buying a myAgro card from a local vendor and depositing their money into a layaway account by texting in the scratch-off code. After a few months of buying the scratch cards, myAgro delivers the fertilizer, seed, and training they’ve paid for in time for the rainy season. The program is delivering 50-100% increases in yields and 50%+ increases in incomes for smallholder farmers. This year myAgro will work with 50,000 farmers and help move 500,000 people out of poverty.

The Skoll Foundation is a private foundation that identifies the people and programs already bringing positive change around the world and empowers them to extend their reach, deepen their impact, and fundamentally improve society on a local to global scale. Since 2001, The Skoll Foundation has invested approximately $400 million worldwide, including the Skoll Award to 122 social entrepreneurs and 100 organizations on five continents.

As a recipient of The Skoll Award for Social Entrepreneurship, myAgro is recognized as an innovative organization creating scalable positive impact. The award will leverage myAgro to scale its work and support even more farmers to increase their income by $1.50 per farmer per day to move out of poverty.

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