

ANUSHKA RATNAYAKE

myAgro

2012 Global Fellow



BIG BOLD IDEA

Increase the harvests of small-scale African farmers by enabling them to obtain agricultural inputs with an SMS-based layaway platform.

ORGANIZATION OVERVIEW

myAgro helps small-scale farmers get the tools they need to double farm harvests by saving up for fertilizer and seed through an SMS layaway system. Farmers register with myAgro for their planting goal next season and purchase cards at their local store whenever they have extra money towards their planting goal.

PERSONAL BIO

Anushka Ratnayake is a startup veteran for two of the most socially recognized nonprofits: Kiva.org, where she created the Kiva Fellows Program, and most recently at One Acre Fund, where she is the director of core programs and innovation. Anushka has lived in rural Kenya, Mali, and Senegal, and she is passionate about ending poverty in Africa and worldwide, particularly for the largest group of people living on \$2 or less—small-scale farmers. She received her BA in literature from the University of California, Santa Cruz, and is a 2018 winner of the Skoll Award for Social Entrepreneurship, a 2018 Young Global Leader of the World Economic Forum, a 2011–2013 Rainer Arnhold Fellow, a 2013 DRK Foundation Social Entrepreneurship Fellow, and a 2012 Echoing Green Fellow.

Issue area

Food and Agriculture

Organization/Fellow Location

Thies, Senegal

Impact Location

Africa

Mali

Organization Structure

Nonprofit

[VISIT WEBSITE](#)

