

MOBILE APPLICATION TO SECURE TENURE (MAST)

PRESENTED BY CARE TANZANIA

For the millions of Tanzanians who don't have documentation proving they own their land, MAST is a mobile application that shortens the time, reduces the cost and simplifies the process for individuals to claim their land rights.

THE PROBLEM

Land Rights on a Global Scale

The lives and livelihoods of an estimated 2.6 billion people are threatened by the widespread lack of indigenous and community land rights, drastically lowering the odds of achieving self-sufficiency and sustainable development. Left behind are the most vulnerable, particularly women and indigenous groups.

At the Core of Poverty in Tanzania

In Tanzania, the economy remains largely based on agriculture and the inability to prove land ownership is a major impediment to women's economic empowerment and long-term investment in climate-smart agriculture practices. Due to poor land-use planning and lack of clarity on municipal borders, farmers are exposed to land grabbing, which is often a concerted strategy between government officials and the private sector, further reducing opportunities to acquire legal titles. Without land ownership, the majority of Tanzanians are unlikely to make long-term investments to improve productivity and sustain their agricultural practices.

BY THE NUMBERS

AGRICULTURE IN TANZANIA

Accounts for 24.5% of GDP

Accounts for 85% of exports

Employs 50% of workforce

THE INNOVATION

Staking a Claim

Through the USAID-funded Mobile Application to Secure Tenure (MAST) project, CARE Tanzania has developed a mobile app to support individuals seeking to claim their land rights. The easy-to-use, open-sourced smartphone app facilitates mapping by trained, local youth and verification by village land adjudication committees. With software developed by US-based Cloudburst, MAST was introduced to local and national government officials and implemented in three villages, enabling a simplified solution for measuring and registering land plots, while improving rates of formal landownership of women.

OUR CURRENT IMPACT:

The MAST Effect:

910 land plots mapped registered to villagers:

31% to individual women

3% co-owned by women

13% to couples

Cut the time required from 7 months to 3 weeks.

POTENTIAL IMPACT:

20 MILLION TANZANIANS!



THE SCALE X FACTOR:

High speed:

- 5x faster than manual mapping
- 3x faster than conventional GPS

Cloud based:

- Easy to store & share information

Highly adaptable:

- Use in any context or landscape

Low cost:

- Reduces manual registration costs from 250,000 TzS to 50,000 TzS
- Reduces GPS costs from 25,000 TzS to 2,200 TzS

THE IMPACT

2020 VISION

Scaling could impact up to 20 million Tanzanians by 2020. The MAST team is currently exploring how market demand and willingness to pay for land titles could drive scale and sustainability through social enterprise models and public private partnership.

THE CHALLENGE TO SCALE

The Mobile Application to Secure Tenure (MAST) team requires mentorship and expertise in developing and testing potential social enterprise models and funding to pilot a social enterprise approach. The team is also seeking pro bono support for continued development of the app and technical expertise to propose and test additional applications of the technology. In-kind donations of smart phones and partnerships with telecom companies could potentially significantly reduce start-up and scaling costs.

Opportunities include:

Funding

Social enterprise mentorship

Pro bono technical assistance

In-kind donations of smart phones

Join us in accelerating change for good!