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.

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.

BY THE NUMBERS

AGRICULTURE IN TANZANIA

Accounts for 24.5% of GDP
Accounts for 85% of exports
Employs 50% of workforce
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!