

Digital-Literacy Training for Mahsoly App Adoption Among Smallholder Farmers

Digital Inclusion · Good practice · Egypt

Quality score: 72/100

Evidence strength: Randomised controlled trial

Summary

A randomised trial with 2,900 Egyptian smallholder farmers found classroom-based digital-literacy training raised uptake of the government's Mahsoly price-monitoring app by 20 points and farmer trust by up to 13 points, outperforming costlier 'edutainment' formats.

Key dimensions

Dimension	Score
Innovation level	3/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	0/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-09

[IFPRI, Egypt's Ministry of Agriculture and Land Reclamation, and GIZ](#) — accessed 2026-07-09

[IFPRI/CGSpace study record](#) — accessed 2026-07-09

[Food Policy article \(ScienceDirect\)](#) — accessed 2026-07-09

[IFPRI Egypt announcement](#) — accessed 2026-07-09

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