NZEYALEX Ltd, established in 2015 by Alex Nzeyimana, is making significant progress in Rwanda's agricultural sector. This innovative company aims to empower local farmers by providing improved seeds and farming inputs, focusing on hybrid maize, beans, and soybean seeds.

Located in Ngoma District, Eastern Province, NZEYALEX Ltd. has quickly established itself as a leader in seed quality and availability, especially in the eastern region.

NZEYALEX Ltd was established because of Nzeyimana's personal journey. After struggling with money as a farmer, he wanted to improve his family's life through agriculture. Inspired by President Kagame's advice, he decided to use the resources and opportunities around him. With a small loan, he began growing maize and beans and soon realized that agriculture could lead to success.

Today, the company runs several retail shops in key locations, including Karembo, Kibungo, Murama, and Kazo. These shops act as distribution points for various agricultural inputs, mainly artificial fertilizers like Urea and DAP, essential for enhancing soil health and increasing crop yields. NZEYALEX Ltd enables local farmers to boost their productivity and achieve enhanced harvests by ensuring access to quality fertilizers, creating a ripple effect of positive change in the industry.

In addition to local sales, the company has positioned itself as a leader in seed quality and availability in the Eastern Province. In addition to selling locally, it exports French beans to European markets.

To support its extensive operations, NZEYALEX Ltd utilizes state-of-the-art machinery, including tractors for land cultivation, specialized equipment for cutting, drying, and processing livestock forage, and dryers for hybrid maize.

Founder Nzeyimana recognizes the importance of skilled labour for success, which is why he employs over 200 workers who play a vital role in planting, weeding, and managing various agricultural tasks. "We have tractors, but we can't use them for weeding or planting crops in the fields. We use dryers to keep the maize grains fresh and to improve seed quality. We also use them to dry feed ingredients, like forage crops, which provide animals with good nutrition and are worth more money

than fresh ones," he noted.

One of NZEYALEX Ltd's key highlights is its dedication to employee welfare. The company has launched a savings program allowing employees to save at least Rwf 1,000 weekly. This initiative helps workers become more financially literate and builds a savings culture among them, promoting economic empowerment. Additionally, to enhance communication and access to technology, each employee is provided with a free phone, ensuring they stay connected and informed.

Nzeyimana's leadership in the venture goes beyond just managing a business; he is committed to nurturing the next generation of farmers. He regularly interacts with local youth, sharing his experiences and encouraging them to consider careers in agriculture. His belief that "there's no such thing as small capital" resonates with many young agri-entrepreneurs who may feel discouraged by initial financial challenges. He emphasizes that discipline, hard work, and a willingness to learn are essential for success in agriculture.

Strategic partnerships with organizations like the Business Development Fund (BDF), which supports farmers with funding and resources, have facilitated the company's growth. Nzeyimana encourages his employees to explore these opportunities, ensuring they have access to the tools necessary for their success.

NZEYALEX Ltd has earned recognition for its innovative practices and contributions to the agricultural sector. The Rwanda Agricultural and Animal Resource Development Board (RAB) has commended the company for its initiatives to enhance farming techniques and boost productivity. Through demonstration projects and training sessions, NZEYALEX Ltd acts as a role model for other farmers in the Eastern Province.

Nzeyimana has big plans for the future. He wants to boost milk production in the region, aiming for each household to provide over 30 litres of milk to the Nyagatare Milk Plant. He says this effort will help improve local food security and give farmers more income from dairy production. To reach this goal, Nzeyimana intends to expand his herd to more than 100 exotic dairy cattle with high milk production in the next two years. He believes this will allow him to significantly increase milk production and produce enough manure for fertilizing crops.

Additionally, he sees the need to build an agribusiness industry that benefits the entire Eastern Province. The agri-entrepreneur envisions creating a seed processing plant that will produce high-quality seeds to meet local demand and improve agricultural output in the area. “This facility will not only create jobs but also ensure that local farmers have a steady supply of quality seeds,” he said.

While challenges in agriculture are inevitable in Eastern Province and Rwanda in general, Nzeyimana remains optimistic. He emphasizes the importance of following best practices and instructions, highlighting that success often hinges on adherence to established guidelines.