

# 25th COMCEC Transport and Communication Working Group

Qatar's Experience & Case Study: TASMU Livestock Monitoring Platform

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Presented by Shaikha Ali Al-Marri

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# About the Speaker

## Shaikha Ali Al-Marri

**Digital Business Analysis Researcher**

Ministry of Communications and Information Technology (MCIT)

As a dedicated researcher at MCIT, Shaikha specializes in digital transformation initiatives that bridge technology and traditional sectors. Her work focuses on developing smart solutions that enhance rural accessibility and support Qatar's National Vision 2030.


With extensive experience in analyzing digital business models and their impact on agricultural communities, she leads efforts to implement innovative technologies that strengthen food security and empower local farmers across Qatar.









An aerial photograph of a modern city skyline, likely Doha, Qatar, at dusk. The image is overlaid with a semi-transparent red filter. The skyline features numerous skyscrapers, including the prominent, illuminated Burj Khalifa. The city lights are visible against the darkening sky, and the overall atmosphere is one of urban development and progress.

**“Qatar National Vision 2030 builds a bridge between the present and the future. It envisages a vibrant and prosperous country in which there is economic and social justice for all, and in which nature and man are in harmony.”**

- His Highness the Amir of the State of Qatar, Sheikh Tamim bin Hamad Al-Thani.

# Digital Agenda 2030 and MCIT's TASMU

Qatar's roadmap to national digital transformation aims to position the country as a global leader in digital technologies by driving innovation, supporting entrepreneurship, and improving the quality of life for all residents.

## ◆ Six strategic objectives drive this vision:

### Digital Government

Streamline services and encourage citizen engagement through technology.

### Digital Economy

Promote a thriving digital business environment and innovation.

### Digital Society

Equip individuals with digital skills and increase literacy.

### Digital Infrastructure

Develop world-class ICT to support transformation.

### Digital Technologies

Build strong foundations in data and emerging tech.

### Digital Innovation

Create a dynamic digital sector through investment and research.

**TASMU Smart Qatar** aims to transform Qatar into an advanced smart country and digital economy, enhancing the quality of life for citizens, residents, and visitors.

# Qatar's Approach to Sustaining Rural Accessibility: Building a 'digital highway' for Livestock health monitoring

Livestock is vital for Qatar's food security, with the country maintaining



**1.1M+**

Animals



**7,000+**

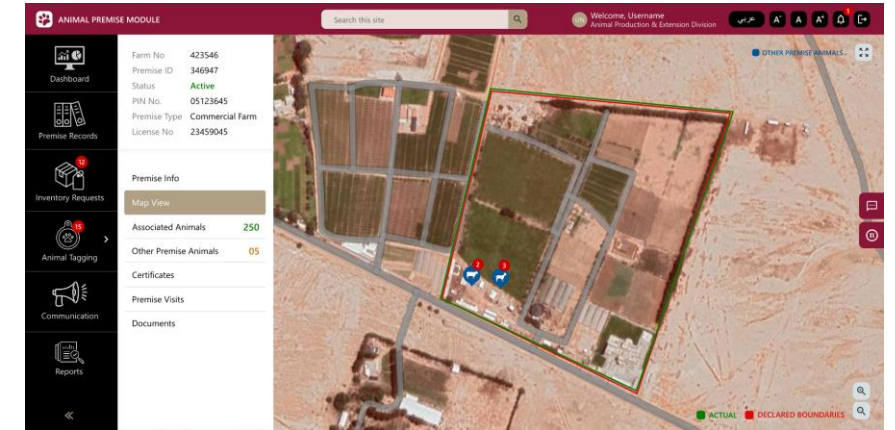
Breeders across the country

This innovative platform connects small farmers and breeders, often in non-urban areas, directly to national services, supporting both food security and livelihoods.



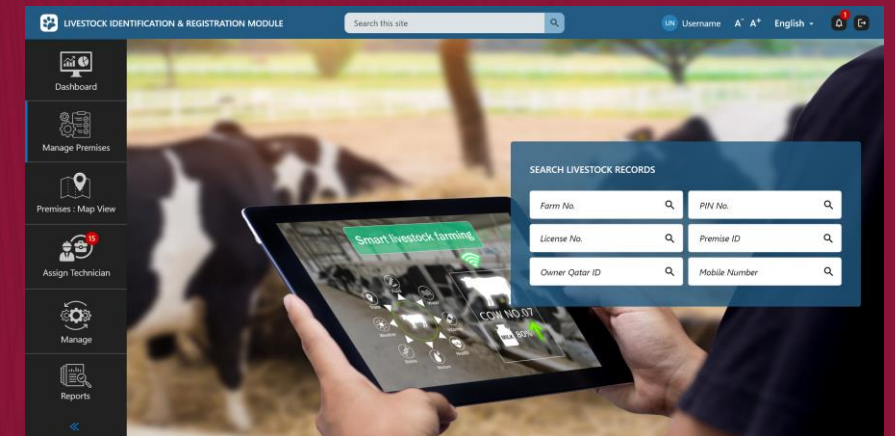
# The Livestock Monitoring and Analytics Solution

The main objective of the solution consists of developing a centralized platform providing information on livestock managed by holdings, with a dedicated focus on traceability and medical records. This increased visibility and improved monitoring and tracking of livestock health will directly translate into a healthier national livestock wealth, allowing an increase in local consumption



## Key Benefits:

- 1 Increasing the health and well-being of livestock by providing tools for health monitoring and insights for decision making
- 2 Securing the wellness and safety of the traditional and modern farming sectors by introducing traceability in conjunction with increased visibility on health
- 3 Supporting the achievement of the National Food Security Strategy objectives by enabling proper medical monitoring of livestock



# Bridging the Gap: Enhancing Accessibility for All Farmers

Our solution prioritizes digital inclusion—designed with farmers and workers in mind.



## For Traditional Farms & Ezhabs:

- Request services and appointments through a mobile app.
- Download health certificates for exports directly.
- Receive real-time notifications on disease outbreaks.



## For Commercial Farms:

- Private clinics can enter vaccination data and receive disease alerts, protecting the national ecosystem.
- Advanced analytics
- Integrated clinic services

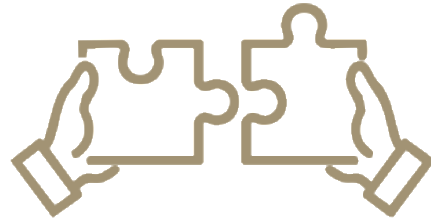


# The Future of Rural Accessibility

Qatar's Livestock Monitoring and Analytics platform demonstrates how a single, smart solution can:



**1** Enhance rural accessibility



**2** Bridge service gaps



**3** Promote digital inclusion



**4** Support food security

This scalable “Digital Highway” ecosystem can grow to include new partners and services. It also offers a replicable model for OIC member countries, empowering rural communities and paving the way toward smarter, more inclusive futures.



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