



2013

Tülin Akın of Turkey selected as one of the 2013 JCI Ten Outstanding Young Persons of the World

For her extraordinary work in connecting the rural farming community with modern technology, Tülin Akın of Istanbul, Turkey was named a 2013 JCI Ten Outstanding Young Persons of the World (JCI TOYP) recipient in the category of business, economic, and/or entrepreneurial accomplishment.

Raised in impoverished villages in Turkey, Tülin Akın was exposed to the needs and challenges of rural communities early in her life. Her interest in rural development grew as she studied agricultural marketing during her university years. Throughout her studies and search for a place in the working world, Akın realized that Turkey's agriculture sector and local farmers were not present on the Internet. Leaving the classroom behind and returning to the rural farm villages made her aware firsthand of this disconnect.

Akın's trips to rural communities and face-to-face visits with farmers opened her eyes to a variety of problems. Due to their lack of connection with the online world, farmers were losing crops to easily prevented diseases and adjustable growing techniques, and some were selling produce for much less than its value. Forming a solution to these challenges, Akın established Turkey's first e-learning and e-commerce media outlet to help these farmers gain access to information regarding products, marketing and legislation.

Through promotion in the villages she visited and at agricultural fairs, online users quickly grew to 20 000. With support from corporate sponsors inside and outside of the agricultural business, she expanded her infrastructure to reach 800 000 farmers around Turkey. Akın has since then created a free SMS text service through Vodafone sending farmers information about climate, crops and weather warnings. She also created a user-friendly software, Farmers Computer, allowing farmers to manage their farms and fields on their computer. Akın provides resources aimed at the rural farmer encouraging them to fully and actively participate in the economy and society of their country. In the true spirit of active citizenship, she recognized a local challenge and used her passion to create a sustainable solution for the people and economy of Turkey.



JCI TOYP

JCI (Junior Chamber International) honors ten outstanding young people under the age of 40 each year. These individuals exemplify the spirit of the JCI Mission and provide extraordinary service to their communities. Whether through service, innovation, determination or revolutionary thinking, these young active citizens create positive impact on a local and global level.

These ten exceptional individuals will be honored at the 2013 JCI Awards Ceremony featuring the 2013 JCI TOYP Honorees Friday, November 8 at the 2013 JCI World Congress in Rio de Janeiro, Brazil.

About JCI: JCI is a worldwide membership-based nonprofit organization of young active citizens ages 18 to 40 who are dedicated to creating positive change in their communities. Through projects in more than 5,000 communities across more than 100 countries, members seek targeted solutions to local problems, creating a sustainable global impact.

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