

# **agInfo -> agStrategy : incorporating information into livelihood strategies**

Sriganesh Lokanathan

[www.LIRNEasia.net](http://www.LIRNEasia.net), [sriganesh\[at\]lirneasia.net](mailto:sriganesh@lirneasia.net)

LIRNEasia@5: research -> policy -> knowledge-based economies

Colombo, Sri Lanka

December 11, 2009

# Information needs of the rural poor

- Rural poor have diverse information needs:
  - availability of jobs;
  - market information (prices, locations, agricultural inputs);
  - access to government programs and services; maintaining social networks;
  - etc.
- Importantly, information they want information that is ***reliable*** & of ***good quality***.

# But what do they really care about?

- Rural poor care about their livelihood strategies
- They come up with strategies by:
  - Combining the assets they can access,
  - taking into account their vulnerability contexts,
  - and supported by policies, institutions & processes

To lead to.....

- livelihood outcomes

# So if we know what they want, how do we fulfill their needs?

- Functional information will need to be fulfilled by:
  - Provision of *relevant locally generated* content in *local languages*
  - Providing *demand-driven* information
  - Use of *participatory approaches*
    - Articulating information needs
    - Generating information
    - Disseminating information
- Enable them to improve their livelihood strategies.

# How do the rural poor consume ICTs in their livelihoods

- The poor incorporate ICTs into their livelihood strategies & decisions
  - They use it to reduce their vulnerabilities, so long as they can get *actionable information* via ICTs
- Hence ICTs *facilitate* decision making by the poor.

# What about choice of technology?

- No standardized “*one-technology-fits-all*” solution
- Technology choice should be demand-driven
  - Leveraging their media preferences and not ours
- Build on existing technical and organizational systems
  - Build on existing policy, institutional and legislative contexts of the local region

# What have we done?

- Explored a range of technologies through pilot projects to provide market prices (GGS)
- Found out how the rural BOP use ICTs (T@BOP)
- **Next:** GGS 1.0 -> GGS 2.0