



Development
Fund

Agri information services through mobile phone – better practices for actionable info

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GSMA Development Fund

- Working with mobile operators to accelerate mobile solutions for people living on under US\$2 per day
- Accelerating economic, social and environmental development through the use of mobile technology

Our Focus Areas

mServices



Energy



Connectivity



•mAgri services

•Mobile money for the Unbanked

•mHealth

Agri information services through mobile phone

- **Farmer Helplines** - high quality, reliable information to farmers - enable better decision making throughout the preparation, planting, harvesting and marketing seasons
- A form of extension service – a value add to any existing extension service
- The GSMA Development Fund are current supporting 2 projects:
 - Kenya Farmer Helpline
 - Bharti Airtel & IFFCO Farmer Co-operative: IKSL



Which crops grow best in dry areas?

The edges of the banana leaves are turning yellow and they dry up. the young leaf is bent before it fully grows. what disease is this? How should I treat it?



The principal benefit of the farmer helpline is to provide rural farmers with information that can be translated into productive actions for the betterment of their welfare

Turning Information to Action

Accessible,
Available &
Affordable

- **Channel** must be **accessible**
- **The source must be available**
- **Affordable** - the information must be within the farmer's means

Reliable

- Information must be of '**verifiable quality**' (e.g. accredited)
- **Information quality consistent**

**Relevant /
useable**

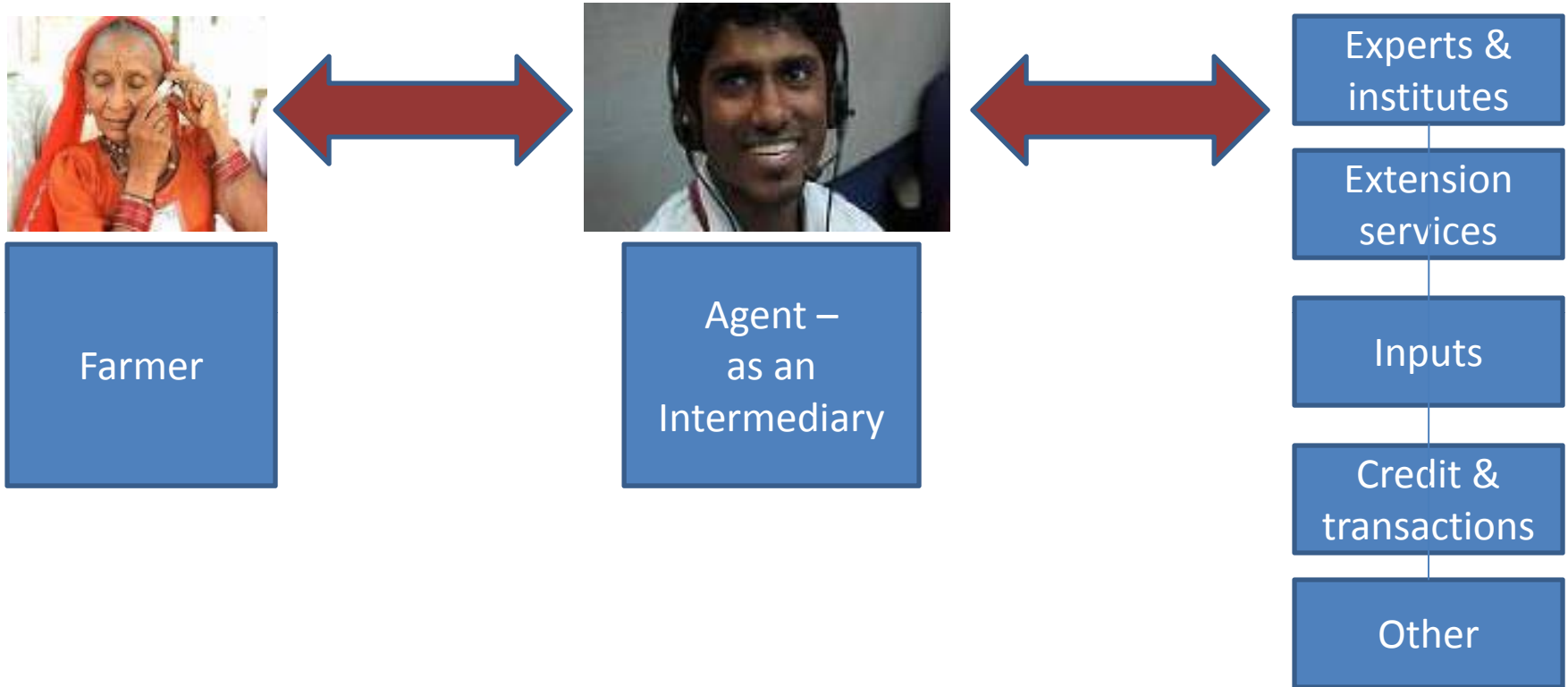
- **Information must be 'consumable'** – local language & literacy - agent acts as an intermediary – dynamic info exchange
- **Platform** relevancy: voice, SMS, voice messages
- Information must be **personalised** and **localised - specific to the need**
- **Link into wider value chain**

Timely

- The information must be **accessible**, available when required
- Quality of information must not be compromised for speed

Trust will be built over time as the helpline service proves its value by consistently meeting the needs of farmers with information that leads to productive action

Continue to link with wider value chain to help information lead to action



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