



## MOJACAST

**Area of Focus:** Voice messaging

**How it Works:** MojaCast is an interactive voice messaging product that allows users to send customized, pre-recorded voice messages in bulk, with question and answer response capabilities (e.g. 'press 1 for yes; 2 for no'). The system also aggregates user statistics (e.g. contact made, recipient responses) to facilitate administrator information management. In Ghana, MojaCast has been being piloted since March 2012 to allow 'nucleus' farmers/traders—many with hundreds or thousands of outgrowers in their networks—to communicate more efficiently and effectively with farmers.

Messages can include market prices, reminders on application times for agro-chemicals or other key production practices, or coordination information for delivery schedules. The nucleus farmer or trader can record messages (in any language) using either a handheld recorder or a computer installed with a simple recording software (provided by Hekimax, the creator of MojaCast). The message is then delivered for bulk delivery to Hekimax as an MP3, via email or cloud uploading, along with the list of recipient cell phone numbers, the desired time and date of delivery, and the frequency of call back.

**Technology used:** Voicemail recorder, MP3 files, bulk voicemail delivery with call back features

**Implementer/Funder:** A commercial product by Hekimax. The pilot in agriculture in Ghana was facilitated through a partnership with ACDI/VOCA's USAID-funded ADVANCE project.

**Fees:** There are no fees for farmers; it is treated as a (free) incoming call.

**Primary Markets:** Emerging markets. Hekimax has offices in Ghana and India.

**Users:** As of September 2012, MojaCast in Ghana is reaching a network of several thousand outgrowers through nucleus farmers and traders.

**Business Model:** In Ghana, MojaCast has primarily been marketed as a commercial product to microfinance and banking clients. Its use in agriculture—piloted in 2012—is currently provided free-of-charge as a philanthropic effort, although as demand increases the commercial business model is in place. Nucleus farmers do need to access to a simple voice recorder (or computer with recording software) and an internet connection (e.g. internet café) to send the MP3 and receive the statistics back.

**Impact:** This product creates significant time and cost efficiencies for nucleus farmers, traders, and aggregators. For example, one nucleus farmer in the northern region of Ghana uses MojaCast to communicate with his 800 rice outgrowers, lauding how it has enhanced his communication flow with farmers. In India, where the product has primarily been used in microfinance, repayment rates of Hekimax clients increased from 40% to 90% after using this technology to remind and educate clients.

**For more information visit:** [www.hekimax.com.gh](http://www.hekimax.com.gh)

**Sources:** Interview with Hekimax Ghana Country Representative, August 2012.

### DISCLAIMER

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