



Development Fund

mFarmer Program Overview

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USAID/Washington

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GSMA Development Fund: Background

As of 2007, there were more mobile users in the developing than the developed world. What shall we do with them?

The GSMA Development Fund accelerates economic, environmental and social evolution through mobile technology. We believe that the provision of relevant, scalable mobile services to those in the developing world tangibly improves lives.

Impact Areas

- **Green Power for Mobile:** Extending mobile beyond the grid, connecting the unconnected.
- **Community Power:** Using spare mast generator capacity to power homes, clinics & communities
- **Mobile Money for the Unbanked:** Providing safe, fast, cheap financial services via the mobile phone
- **mFarmer** Developing, providing and scaling AgriVAS services to the world's poorest farmers
- **mWomen:** Closing the gender gap of phone ownership in the developing world
- **mHealth:** Mobile services that extend the reach, quality and cost-effectiveness of healthcare
- **mLearning:** Educational content via the mobile channel

mFarmer: Objective and Accomplishments

mFarmer Program Overview:

- **Objective:** To create and *scale sustainable* mobile solutions enabling over 2 Million poor *smallholder farmers* to obtain critical agricultural information
- **Target results:** Effectively *increase farmer productivity and incomes*
- **Key partners:** Gates Foundation and GSMA, **Program duration:** November 2009–August 2013, **Budget:** \$2.98 Million



mFarmer Program Activities

1. Development and launch of global, database of digital agricultural information
2. Challenge fund to promote innovative partnerships between private sector operators and agriculture extension providers. Official launch date: May/June 2011
3. Related technical assistance; impact evaluation and sharing of best practices.

Geographical coverage of the mFarmer Fund is currently: South Asia: India & Sub-Saharan Africa: Ethiopia, Ghana, Mali, Mozambique, Tanzania, Kenya, Malawi, Nigeria, Rwanda, Uganda and Zambia.

mFarmer Accomplishments to date:

- **Scale and Impact:** Information accessed by over 1 million smallholder farmers, mainly in rural areas
- **Sustainability:** Promising business case for private sector partners to sustainably create and deliver information products to smallholder farmers, including successful mFarmer pilot in India.

mFarmer Success Story: Partnership in India

mFarmer's successful program in India supported a joint venture between Indian Farmers Fertiliser Co-operative and Bharti Airtel (a private sector telecom operator) - shows value to Smallholder Farmers

Impact and Benefits to the Smallholder Farmer

- **Strong usage by farmers demonstrates scale and value** - over 1 Million subscribers actively listen to the daily messages and a further 3,500 farmers call the helpline on a monthly basis;
- **Farmers find information actionable and practical** – 3rd party research found that 74% of callers and 64% of message listeners - have implemented or plan to implement the information received;
- **Vast majority of the users are within the target market** - 85% are calculated as <\$2 day farmers, 71% as <\$1 day farmers;
- **65% of women in the family listen to the daily messages** - . Optimising the product to target women is a program focus (although direct usage of the helpline from women is low).



mFarmer: USAID Partnership Opportunity

USAID/mFarmer Partnership Opportunity:

- GSMA has created a flexible, inclusive partnership framework so that other donors including USAID can leverage resources and build upon the program's accomplishments
- mFarmer solutions synchronize with the mission and goals of USAID Missions' Feed the Future initiatives
- Opportunity for USAID agricultural extension and ICT specialists to access new service models and technology solutions
- GDA proposal underway