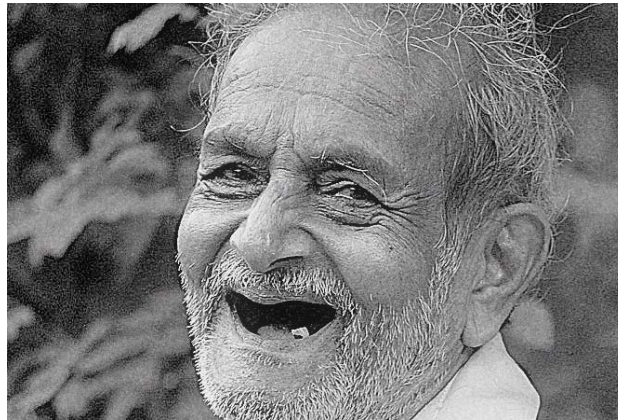


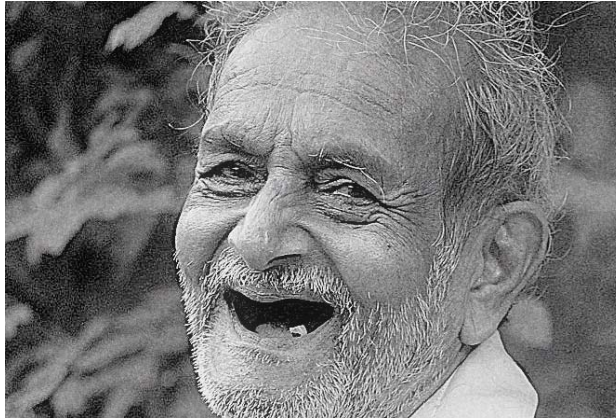
From Agri-clinics to FarmerNet: Applying mobile phones and the internet to support rural farmers



Dr Harsha Liyanage
Sarvodaya – Fusion, Sri Lanka
www.fusion.lk



producer & consumer @ food security



Information plays a critical role at his action chain of production, harvest, marketing....!

Thus the role of ICTs.....>>

Affordability?

Purchasing power (US\$)

Global population (mil)

> \$20,000

75 - 100

\$ 1,500 – \$ 20,000

1,500 – 1,750

\$ 1,500

} 4,000

< \$ 1,500

rural farmer



Telecentres



Multimedia centers, Community information centers, telecottages, telehuts, ICT kiosks, Nenasala, Pallitathya etc. etc.....>>

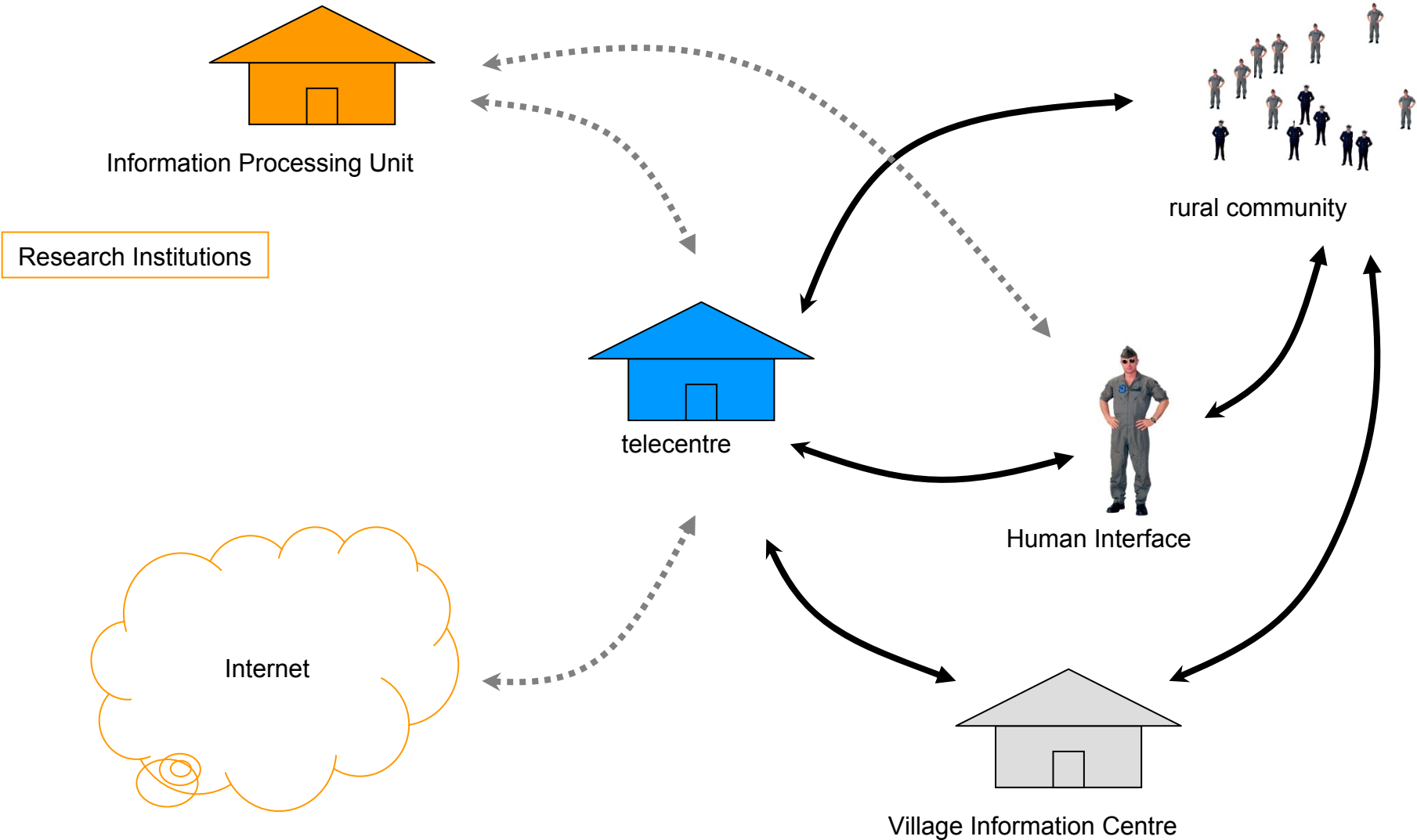


Telecentre landscape

- Grameenphone **Bangladesh** – 500 telecentres Corporate
 - ATN **Brazil** – 14,000 telecentres Government
 - ICTA **Sri Lanka** – 600 telecentres Government
 - Drishtee Pvt Ltd **India** - >4000 telecentres Corporate
-
- **Chile, Argentina, Uganda, South Africa, Benin, Male, Spain, Hungary.....>>>**

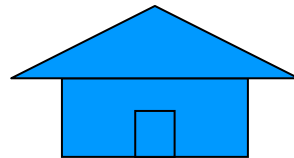


Information transfer between telecentres and community – Agri-clinic, Sri Lanka

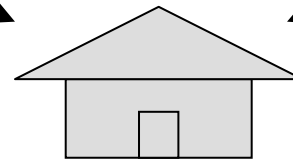
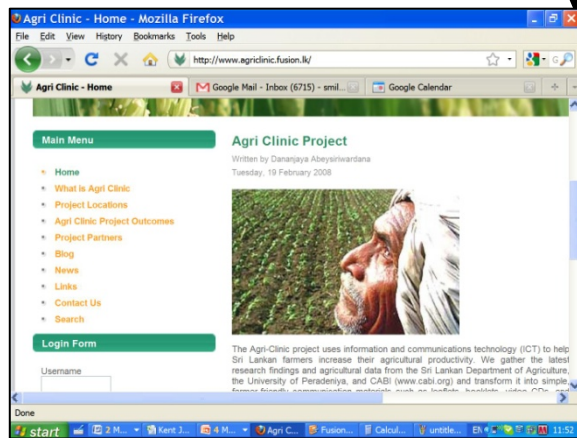


From complex information to simple, context specific, practice based information

rural community



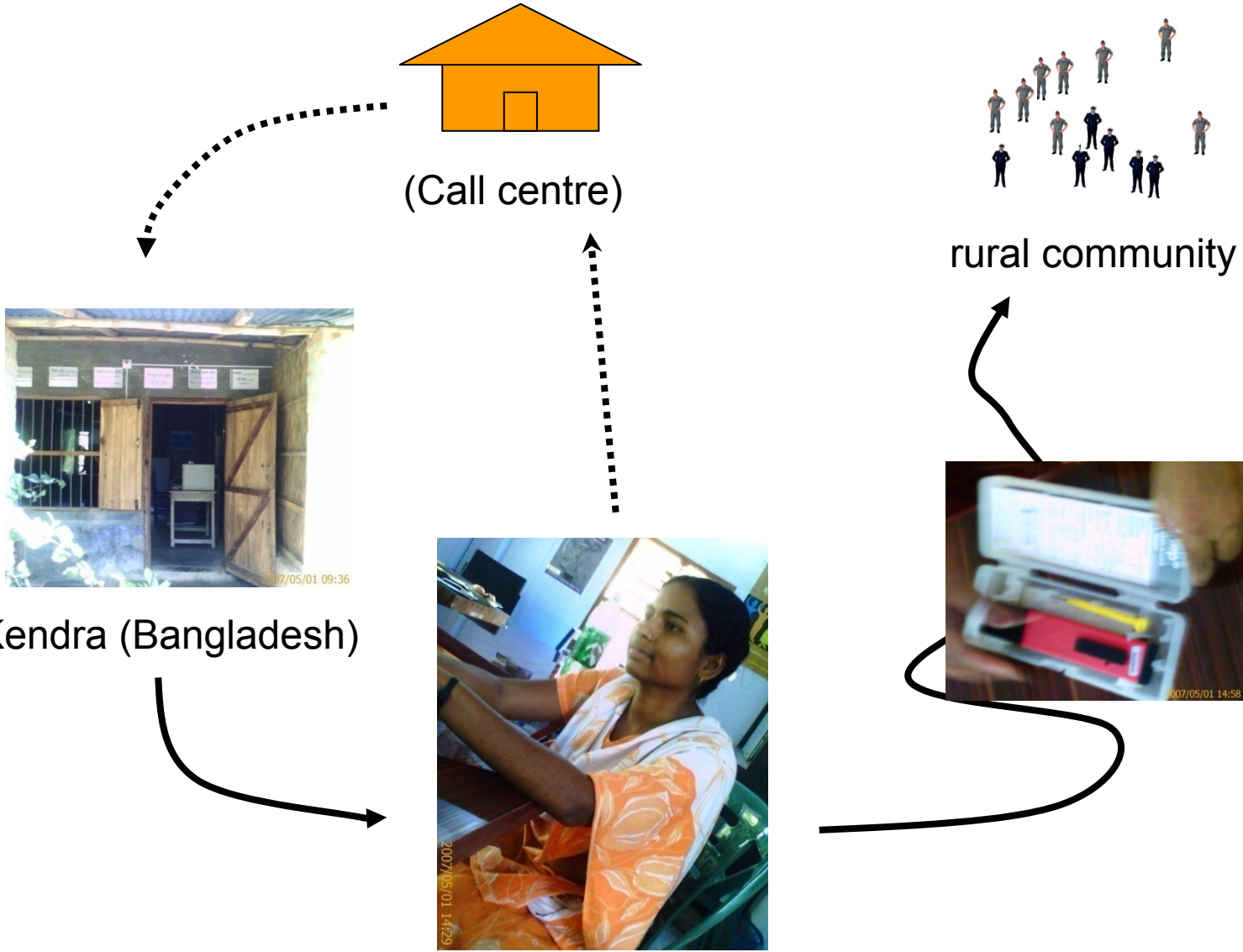
telecentre



Village Information Centre



Information transfer models, D.Net - Bangladesh



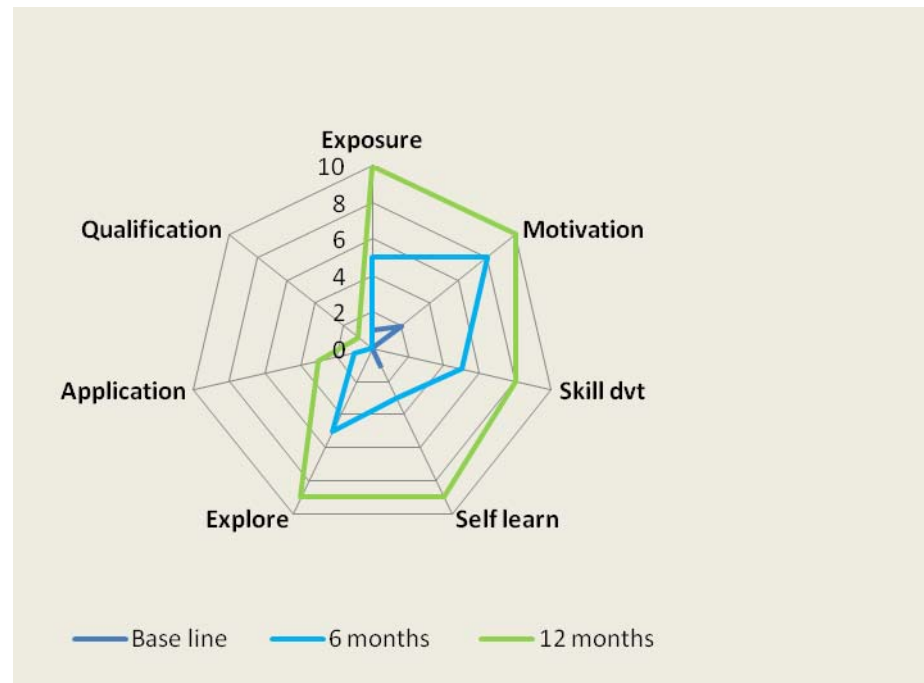
Impact

a journey travel through from – ‘Exposure’ to ‘Application’ & ‘Qualification’

Indicators:

- Exposure
- Motivation
- Skill development
- Self learning
- Exploration
- Application
- Qualifications

Progress over 12 months (indicative):





Village name Divurumgama, at Badulla, Nearest town
Population 2092 (Male- 962, Female- 1130),

Keppatipola (2.5km)
Youths – 817, Adults – 677, Children - 598

Exposure

First time exposure to ICTs during a *shramadana* camp.

2005

Motivation

Village solicits ICT awareness and training from Sarvodaya

Skill development

Receives basic ICT training to two youth leaders, and a laptop donation

Self learning

2006

Youth members compose 6 village hand-books, form Village Information Centre (biodiversity, education, micro-enterprise etc).

Exploration

2009

Village Society purchased a Computer, compile project information,

Application

about 5 people/ day visit to access basic information at Village Information Centre

VIC carries out basic computer training to village youth



Fusion Input

- Training village youth leaders
- 6600Rs / village

Village Contributions

- Setting up VICs (7300Rs / VIC)
- Village event organizing (11,600Rs / VIC)
- VIC assets (17,600Rs / VIC)
- *Above figures are average of 5 VICs over 5 year period*

Number of people accessed information through overall VIC network - 205,700

Average number of visitors / VIC / Week - 25

Total number of VICs 121

Number of VICs reached telecentre level - 21

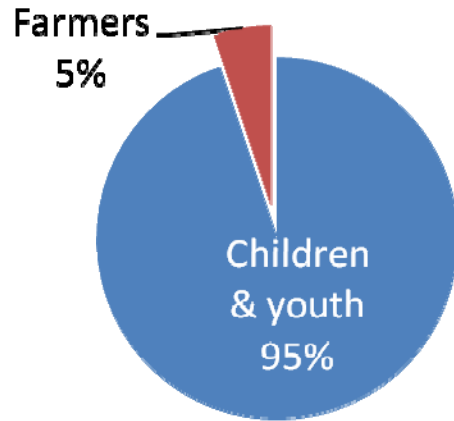
Number of VICs closed down 51

Number of Districts - 17

ICT intervention leverage village resources = 5 X (the value of initial investment)
 From US\$ 60 to US\$ 360 / village over 5 year period.



Problem; Can they satisfy farmer's **specific** information needs?



- Packaging of information transfer was not attractive
 - √ Diagnosis
 - Identification of treatment (partial)
 - Access to treatment (not provided)
 - speed of delivery (2 weeks in average)
- Scattered demand,
- Scalability and economic sustainability?



Lessons from Pallitathya model of D.Net, Bangladesh

Only 924 calls over 6 months period from 4 Pallitathya centers.

Only 37% requests were agriculture related

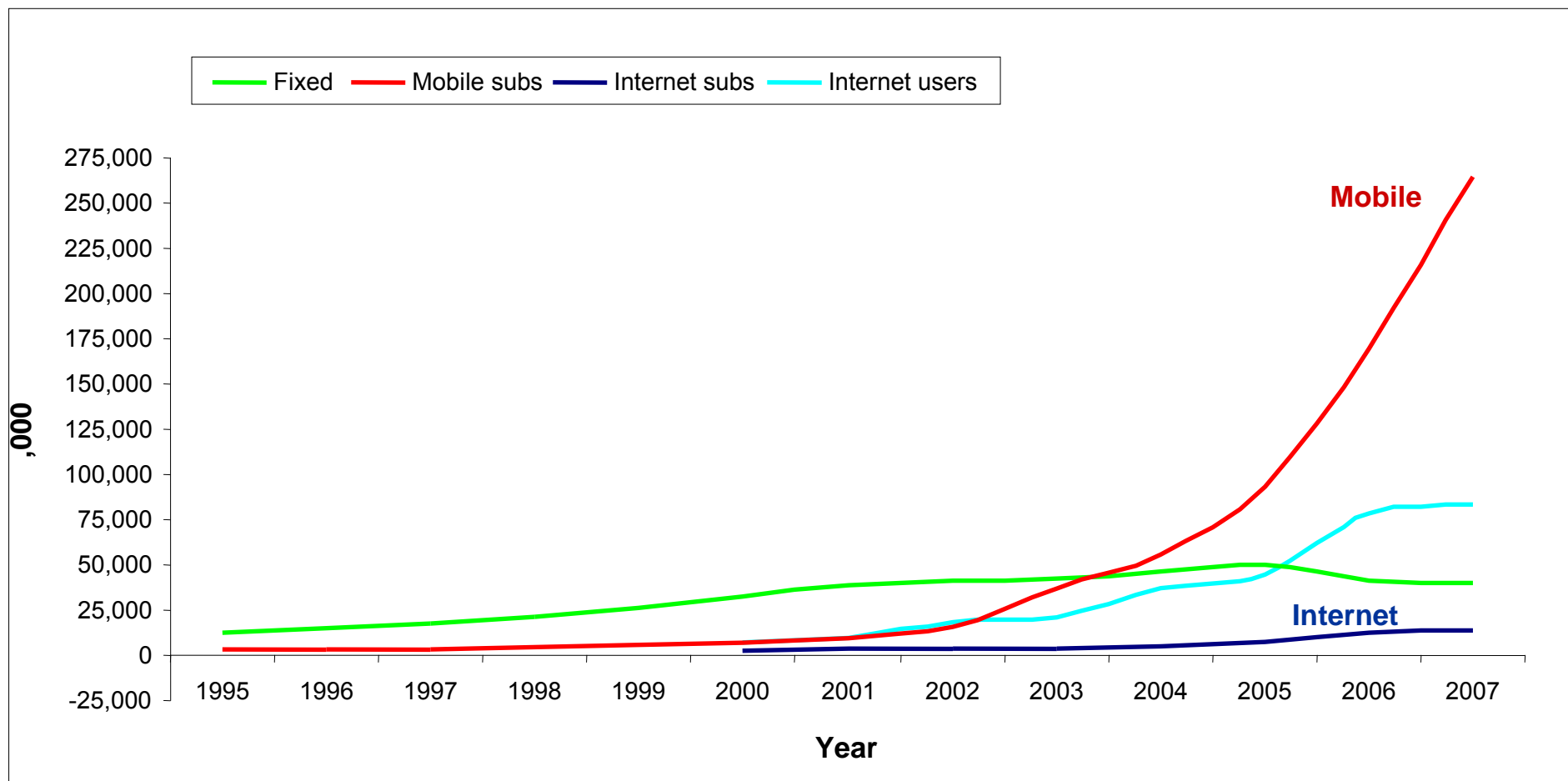
	Total requests	%
Health	426	46
Agriculture	338	37
Education	59	6
Human rights	32	4
Employment	17	2
Non farm activities	11	6
Awareness	6	0.6
Governance	1	0.1
Others	34	4
Total	924	



Converging mobile phone



Temporal Distribution of ICT development from 1995 to 2007, in India

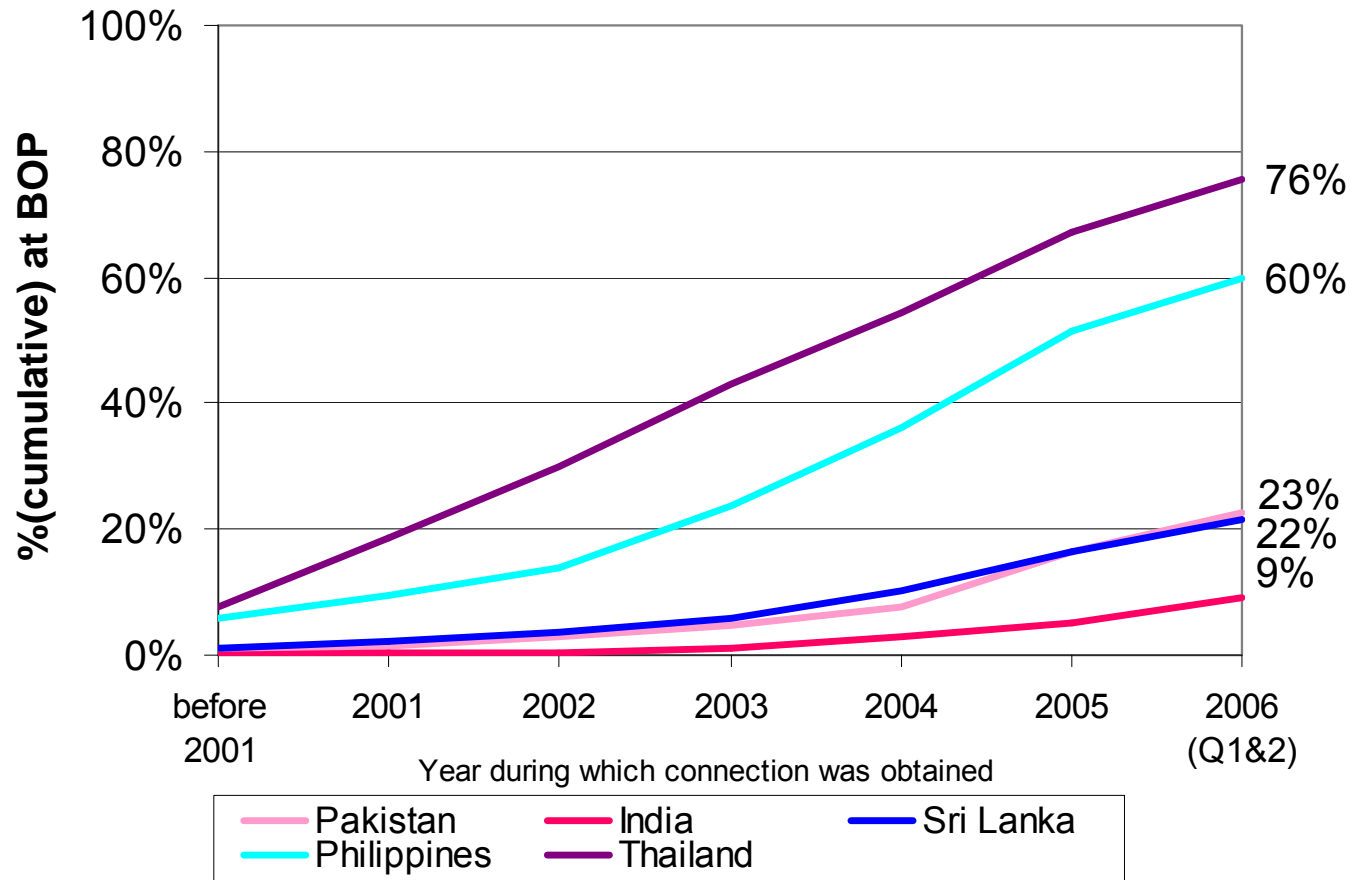


Source: ITU Online Database: **ITU ICT EYE**
<http://www.itu.int/ITU-D/ICTEYE/Default.aspx>

Courtesy of Dr Richard Fuchs, IDRC

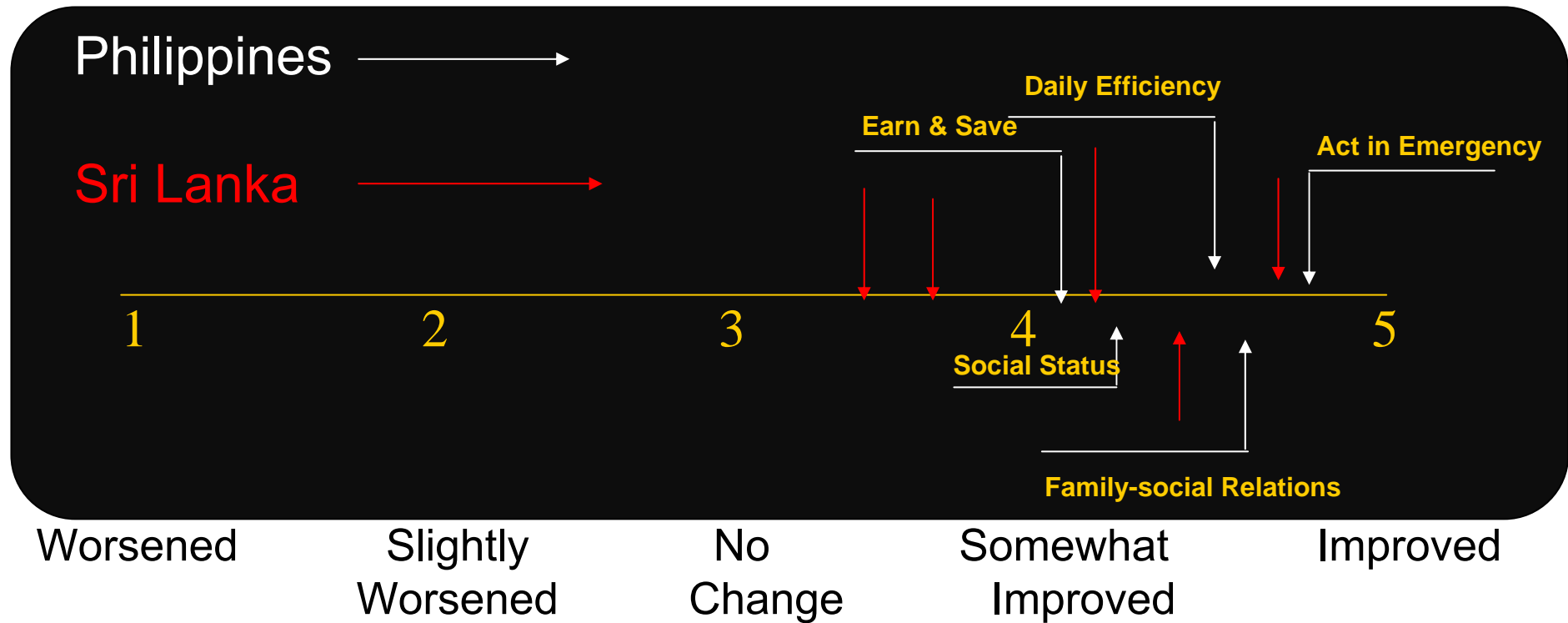


Growth in mobile phone ownership at BOP since 2001



Source: Rohan Samarajiva, Teleuse @ BOP. Mobile penetration in Sri Lanka. Implications for telecentres. Presentation at telecentre national alliance, Sarvodaya. Aug. 2007.

Impact of telecom penetration on poverty at BOP



Source: Harsha da Silva and Ayesha Zainudeen, Lead Economist & Researcher Lirneasia
www.lirneasia.net/projects/current-projects/bop-teleuse/



Mobile applications in development sector

M-Pesa – mobile banking, micro-financing (Kenya)

The power of mobile money

Sep 24th 2009

The Economist

Mobile phones have transformed lives in the poor world.
.....M-PESA, launched in 2007 by Safaricom of Kenya. It now has nearly **7m users**—not bad for a country of 38m people.

Source: http://www.economist.com/opinion/displaystory.cfm?story_id=14505519

TradeNet (Ghana)

Texting TradeNet: What's the price of soya beans?

Tue, 09 Sep 2008

Business/Finance (ModernGhana.com)

Source: <http://www.modernghana.com/news/181807/1/texting-tradenet-whats-the-price-of-soya-beans.html>





Welcome, Guest
242 requests and counting...

User Management

Username:

Password:

Search

Buy Sell

Quantity:

Grade:

Price:

Commodity:

District:

Posted On:

Expires On:

Status:

Getting Started

[Click here for information](#)

Help Desk

[Help Desk Information](#)

Download Fonts

Request Id	Commodity	Picture	Quantity	Grade	Price	Posted On	Expires On	Status	Buy/Sell
352	Green Chillies		450 kg	3	125.75	12-10-2009 00:15	19-10-2009 00:15	Open	Buy
351	Green Chillies		500 kg	1	12.00	05-10-2009 07:16	08-10-2009 07:16	Matched	Sell
350	Green Chillies		500 kg	1	12.00	05-10-2009 07:14	08-10-2009 07:14	Matched	Buy
348	Ash plantain		78 kg	1	89.00	23-09-2009 03:46	26-09-2009 03:46	Open	Buy
347	Green Chillies		800 kg	1	55.00	17-09-2009 12:39	20-09-2009 12:39	Open	Sell
345	Raddish		500 kg	3	50.00	10-09-2009 07:27	13-09-2009 07:27	Open	Sell
344	Cabbage		500 kg	1	77.00	09-09-2009 02:48	12-09-2009 02:48	Open	Buy
343	Carrot		900 kg	1	69.00	08-09-2009 00:43	11-09-2009 00:43	Open	Sell
342	Big-onion		500 kg	1	57.00	08-09-2009 00:42	11-09-2009 00:42	Open	Buy
341	Tomato		500 kg	1	75.00	08-09-2009 00:39	11-09-2009 00:39	Open	Sell

Done



Welcome, Guest
242 requests and counting...

User Management

Username: admin
 Password: ●●●

Login Register

Search

Buy Sell

Quantity:
 Grade:
 Price:
 Commodity:
 District:
 Posted On:
 Expires On:
 Status:

Search

Request Id	Commodity	Picture	Quantity	Grade	Price	Posted On	Expires On	Status	Buy/Sell
352	Green Chillies		450 kg	3	125.75	12-10-2009 00:15	19-10-2009 00:15	Open	Buy
351	Green Chillies		500 kg	1	12.00	05-10-2009 07:16	08-10-2009 07:16	Matched	Sell
350	Green Chillies		500 kg	1	12.00	05-10-2009 07:14	08-10-2009 07:14	Matched	Buy
348	Ash plantain		78 kg	1	89.00	23-09-2009 03:46	26-09-2009 03:46	Open	Buy

Getting Started
Click here for

Help Desk
Help Desk Information

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සිංහල தமிழ்

Mobile phone + telecentre + micro-credit

fusion ICTA ideas actioned

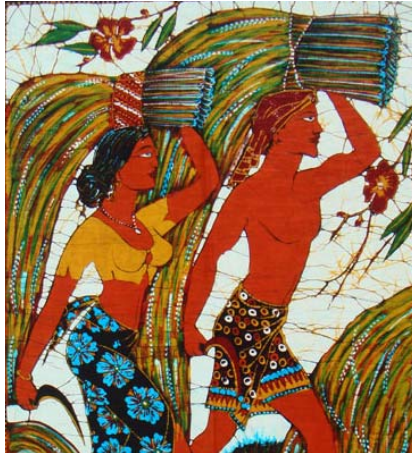
© 2009 FarmerNet®. All rights reserved.
 Solution by: Sabre Technologies (Pvt) Ltd

www.farmer.lk

Methods of communicating with the platform



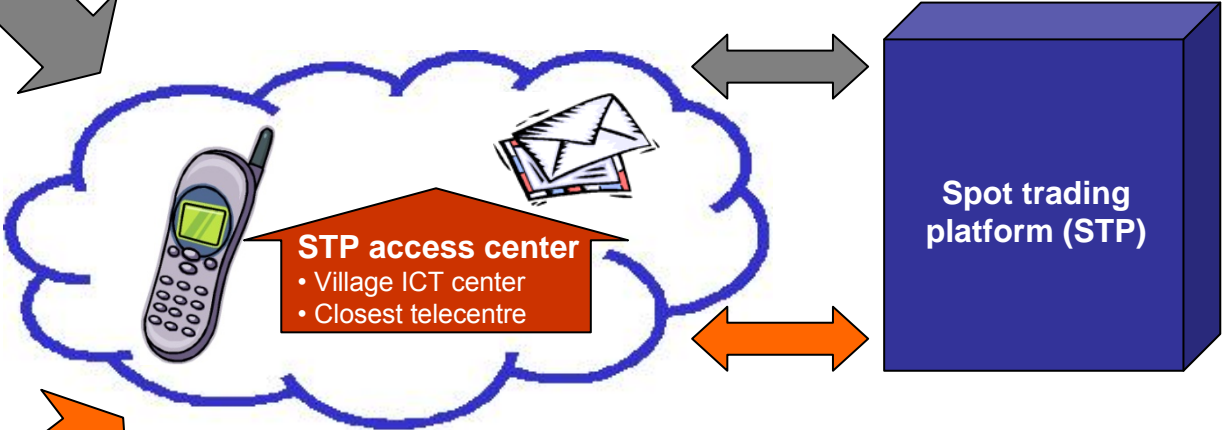
Farmers



Mobile communication is ideal for spontaneous results, most farmers have access to a mobile

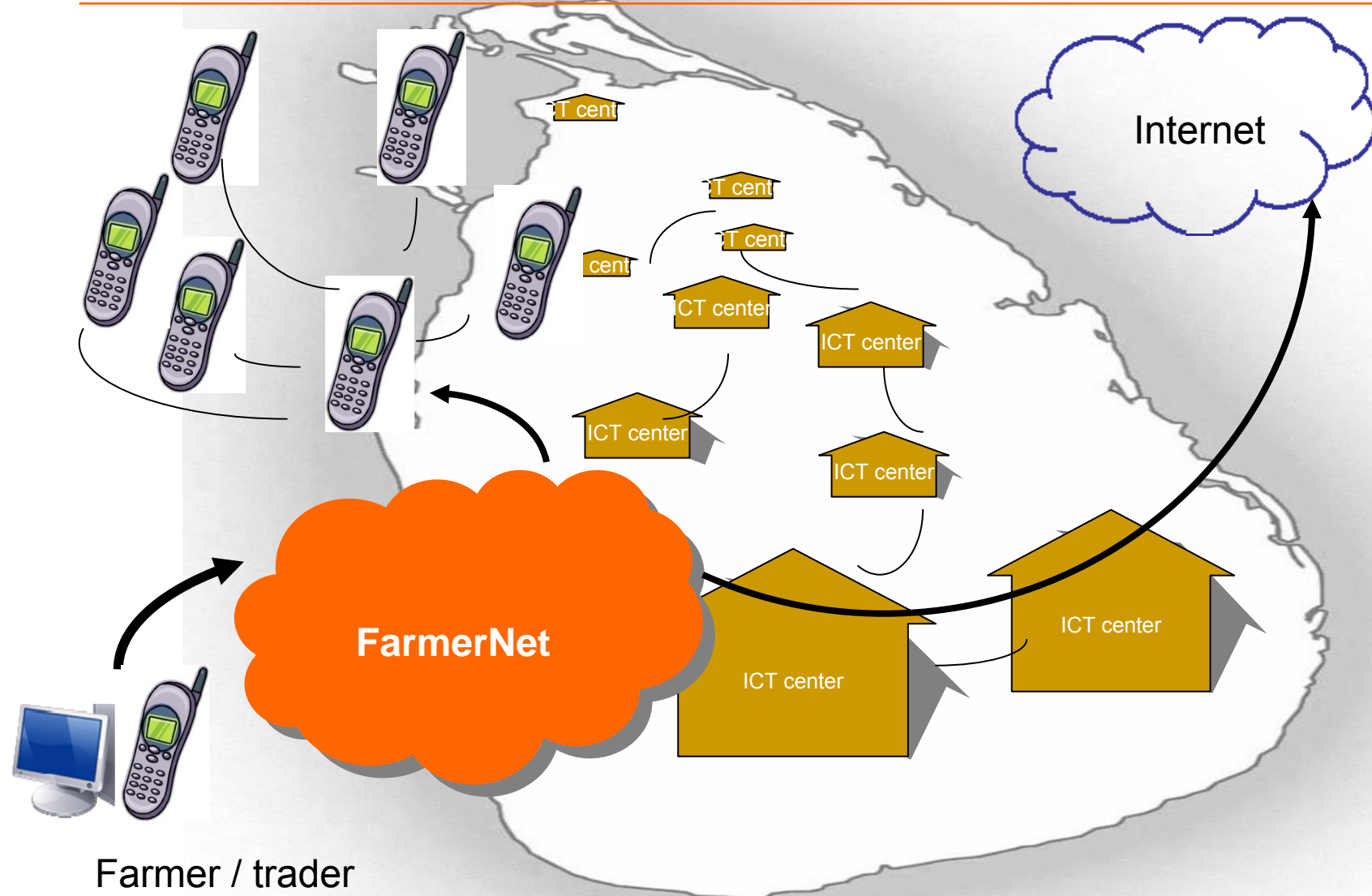
A spot trading platform access center (e.g. - using a village ICT center) will allow mobile-less farmers to place sell orders and receive notification of matched transactions, using a user friendly web application

Traders



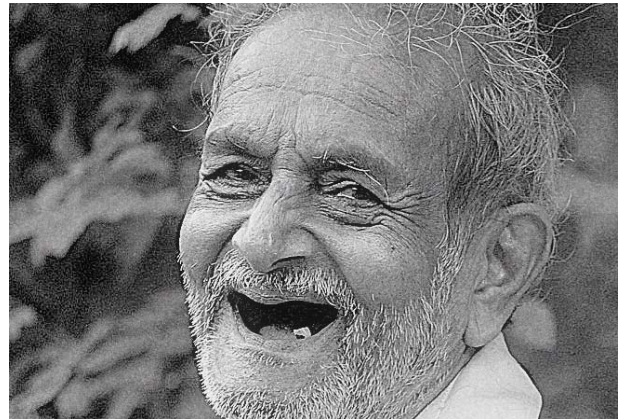
A “what if?” scenario is when the farmer does not have access to a mobile or a STP access center – a mechanism will be in place to allow the farmer to place sell orders by post/snail mail

Future (Dream...!)



summary

- Rural farmer @ BOP, producer and consumer
- How telecentres operate to support rural farmer
- Problems of scalability and sustainability
- New hope with mobile phone integration



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