

Giving Farmers a Fighting Chance: Transforming the Rural Economy in Zacatecas through Mobile Technology

Milestone 2 beta

INTERVIEW

Sponsor Interview (Voice of the Customer)

1. Lack of communication & coordination between the communities.
2. No access to distribution and storage centers
3. No Government price support mechanisms.
4. No demand information from the wholesalers.
5. No bargaining power with the middlemen.

Key Drivers

1. Access to Market Price Information
2. Share information and pool together to get negotiate better price
3. Solution must link together with central data repository. Farmers willing to go to a data center and have expert enter data for them
4. Literacy rate is high but there will be technology training challenges. Instant messaging not widely understood.
5. Mobile penetration is low but cell phones are affordable (as low as \$40). But must also have to factor in connectivity charges.
6. Low operating cost is key. Must be economical & sustainable.

CASE STUDIES

- **Xam Marse** (Senagal - 2001) *free-access
SMS market information system*

- **EAAI** (Uganda - 2003) *Information-Partner-Provider
communication channel*

- **Trade Net** (Ghana - 2006) *Market information service
for farmers and traders*

- **eChoupal** (India - 2000)

*Information-Partner-Provider
communication channel*

PARTNER FEEDBACK

Questions:

1. Farmer unification on selling price
2. Availability of market price on commodity goods
3. SMS cost structure/usage
4. Additional cultural/engineering context
5. Anti-trust case
6. *Explain & Describe proposed solution*

MIT OpenCourseWare
<http://ocw.mit.edu>

MAS.965 / 6.976 / ES.S06 NextLab I: Designing Mobile Technologies for the Next Billion Users
Fall 2008

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.