



Development Fund

*Accelerating mobile services for those under \$2 per day -
Farmer Helpline*

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Who We Are, Our Objectives

- Core part of the GSMA, the operator-led trade association representing the mobile industry
- Work in emerging markets to accelerate the economic and social benefit of mobile technology, particularly for people living under \$2 per day

Objectives:

- Increase the number of effective, scalable and replicable development initiatives using mobile technology in emerging markets
- Implement these initiatives in a scalable and sustainable fashion, bringing socio-economic benefits to individuals and communities





Background:

- Farmers have a need for information to help inform better decisions
- Increase in mobile phone penetration
- Create a “Farmer Helpline” - provide agricultural information by mobile

Solution:

- Utilise a Kenyan BPO call centre to be the contact centre and drive the Farmer Helpline
 - Staff
 - Infrastructure, processes and IT systems
- Link into other specialised partners, for example, weather content providers and experts
- Commercial model



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