



# mKisan (2012-2014)

***Delivering agriculture and livestock knowledge through mobile phones***

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Sagarika Gandhi

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# The Challenge

- To deliver timely, relevant and actionable information to farmers
- Low cost mechanism for extension services.
- ICTs to play complementary role in bridging knowledge gaps

# The Approach

## Approach designed

- Use of mobile phones for information delivery
- Alliance with research org. and mobile VAS)
- Revenue generation model
- Livestock as one of the component
- Mix of mobile delivery channels

## Strategies designed

- Pull (Regional IVR & Farmer Helpline)
- Push (SMSs, Voice Messages & Video links)

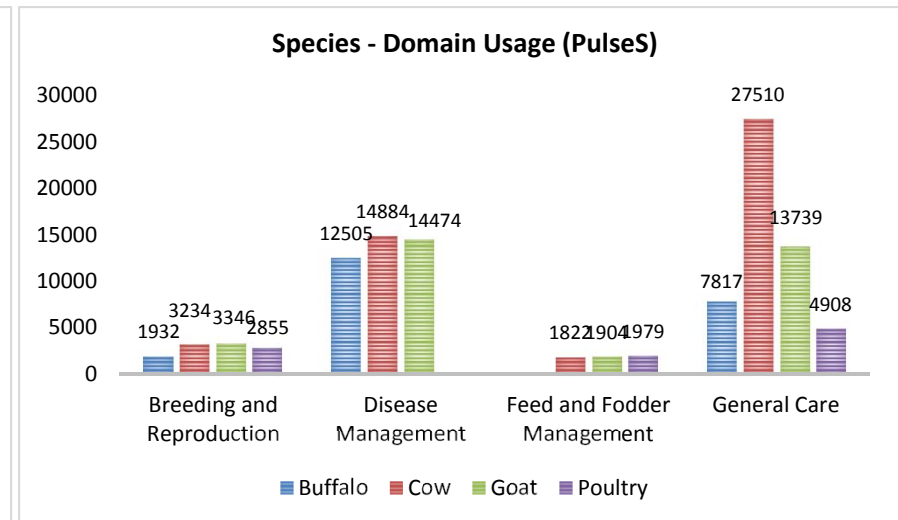
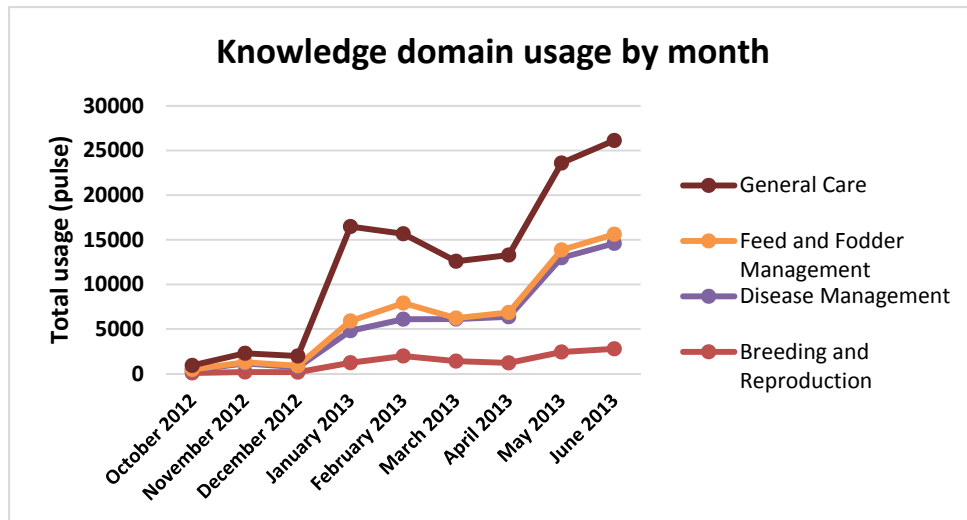
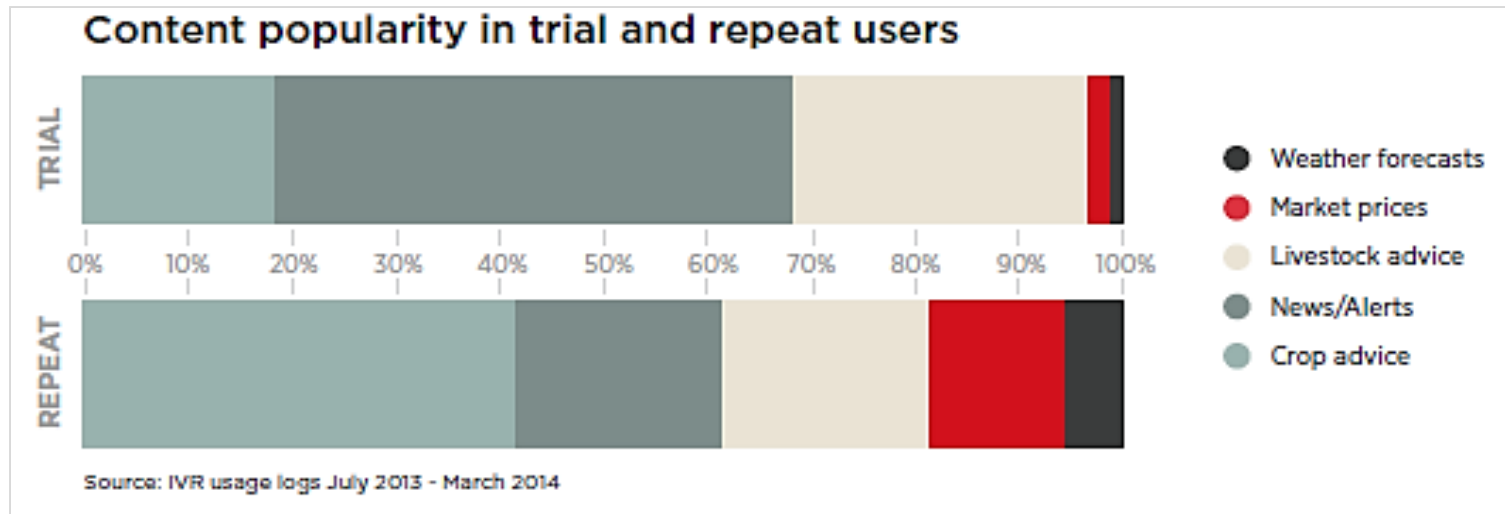


# Results

- 800,000 registered users in six states.
  - One third of the user base (28%) are repeat users of the IVR channel
  - Out of the total subscribers 9% were women farmers
- MEL report shows behavior change among users.
- Acceptance of mobile for accessing knowledge.
  - Livestock knowledge is in high demand among farmers after crops and market prices.
  - Good response observed from the video links (pilot)

*Essence of this service is still continuing through the mobile operators*

# Usage pattern



# Insights Gained

- Quality content on livestock was difficult to source.
- Adapting and prioritizing the content to suit the mobile platform is critical
- Still outreach to women farmer is very low.
- Special initiatives for providing training on use of mobile phones for such services
- Quantitative impacts on yields and income are difficult to measure.
- Each consortium partners had their own interest (difficult to meet the common goal)

# Key Lessons

- Main focus should be on High quality practical livestock content
- Gathering and organizing more relevant and localized information in support with local stakeholders
- Accurate, locally relevant information on vaccinations, feed and fodder is especially difficult to source
- Indigenous knowledge seems to be missing from the service
- Mix of multiple communication channels was necessary for effective information delivery

# More information

- [http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2015/02/GSMA\\_HandygoCase\\_FinalProof02.pdf](http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2015/02/GSMA_HandygoCase_FinalProof02.pdf)
- <http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2014/10/HandygoMidline.pdf>
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