

ACDI  
VOCA



# Market Information Systems and SMS Tools

Experience from Malawi

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# Mobile in Development

- Penetration and usage are growing
- The poor are already investing
- We have a responsibility to leverage their investment



# Mobile in Development

- Phones can be agricultural tools, medical tools, educational tools
- We should help beneficiaries get maximum value from them
- Mobile tech should be common as internet in projects



# MLI Mobile ICT Uses

- Market Information System
  - Chose Esoko ([www.esoko.com](http://www.esoko.com))
  - Off-the-shelf product / enumeration methodology / training / customer support
  - Suite of SMS tools
  - Sustainable business model
- Collected staple crop price info from 20 markets
- Distributed to ~4,000 farmers weekly

# MLI Mobile ICT Uses

- Esoko licenses for partners (intermediate traders & cooperatives) to organize buying / logistics
- SMS extension calendars and push messages to farmers
- Two-way SMS (surveys, monitoring)
- FICA currently funding project to build SMS capacity in DAES

# System Considerations

- Specialized or general communication need
- Project or sustained use
- Technical capacity
- Number of beneficiaries and messages
  - Functionality
  - Database
  - Cost / SMS



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