

Slides for the Wednesday
night Discussion

ICT4D

ICT4D and Scaling

ICT is based around combinations of products and services

Using ICT helps in accessing information which is a critical for testing, learning and scaling.

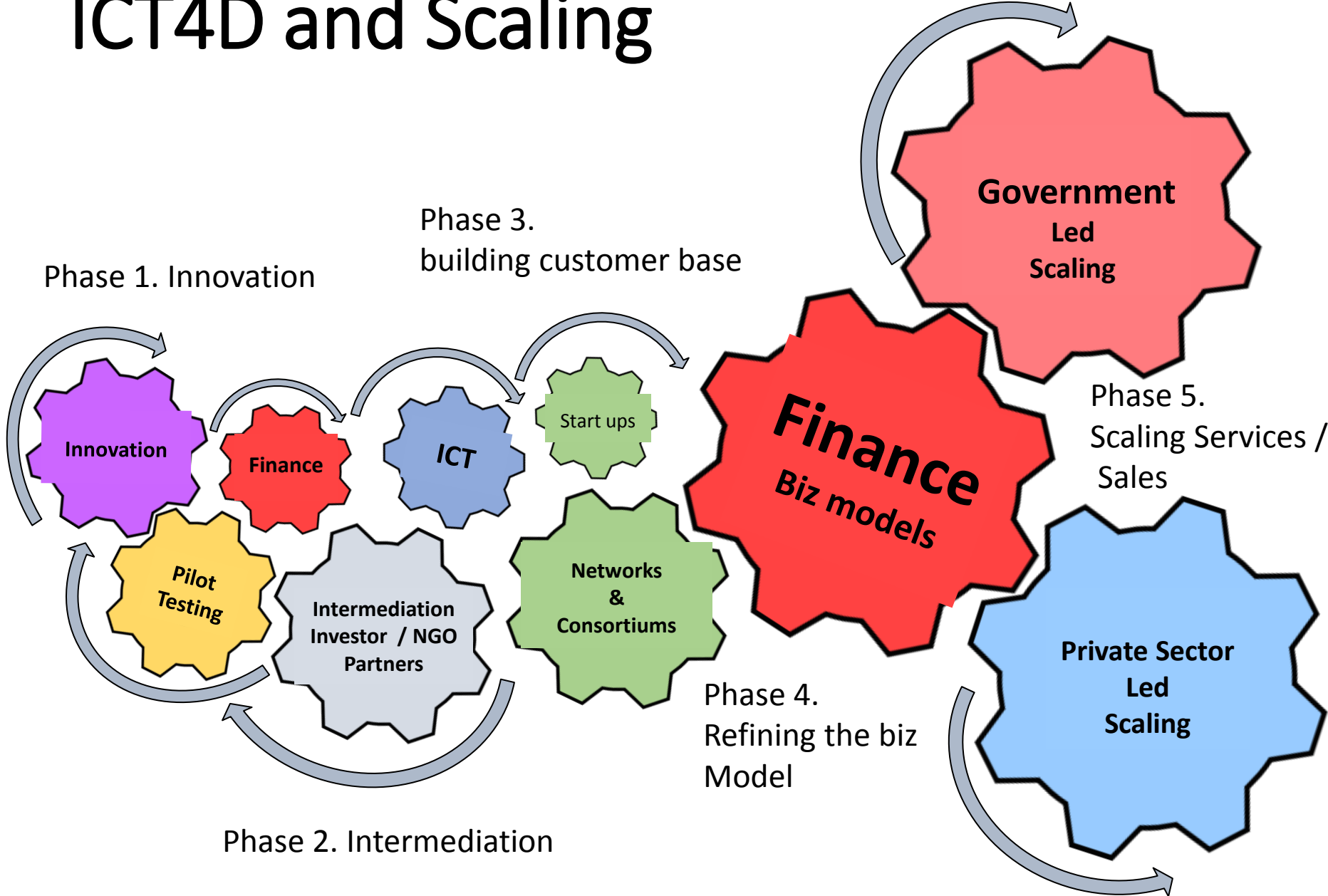
Information and communication is a glue that brings together people offers services and ideas that help to forge relationships

Where there are margins to be made, the relationships / services can be transformed into transactions.

ICT also offers a means to accelerate and deepen connections between people living in remote areas

ICT offers the ability to leapfrog many traditional challenges where aspects such as extension information, land policy, infrastructure, financing and markets are too expensive or have failed to scale effectively.

ICT4D and Scaling



Market Information Services

Using Rural Radio SMS services

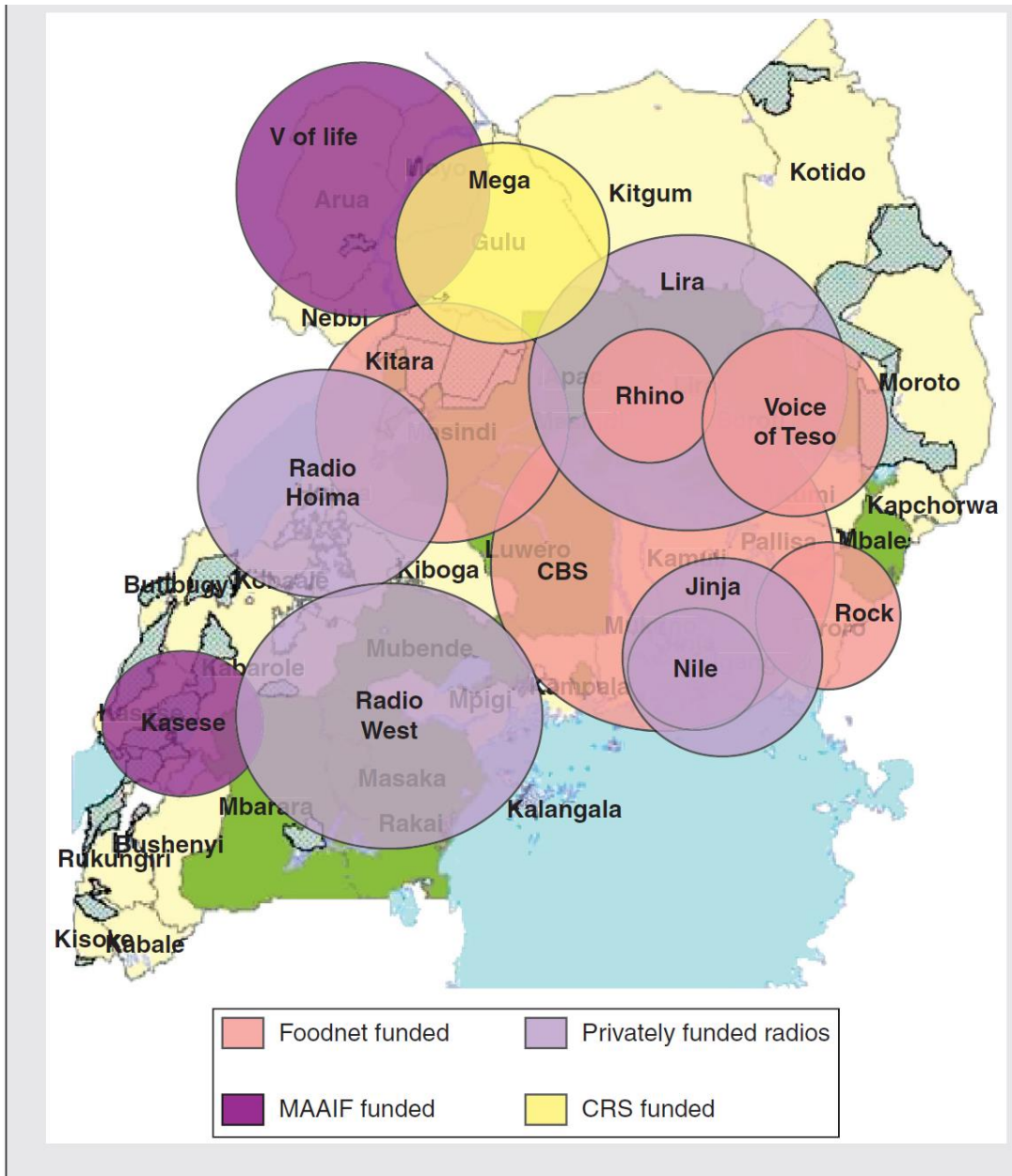
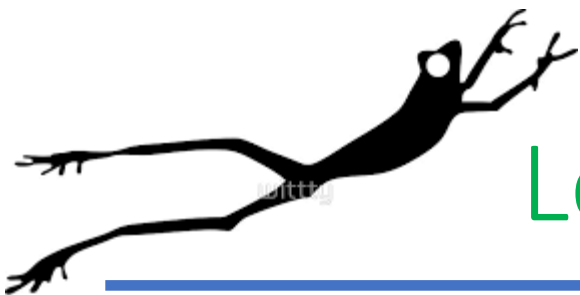


Figure 5. MIS radio coverage in Uganda, 2006.



Leapfrog ideas

Smallholder farming has major constraints based around

- Under invested extension means weak demand for productive technologies
- Inability to collateralize farms due to informal land rights means no finance
- No rural banks also means no access to finance
- Lack of organization means weak market linkages..
- Agricultural business models are often weak or have a narrow customer base

The SMART Farming bundled approach uses digital to:-

- **Leapfrog** poor access to advice through digital field agents
- **Leapfrog** the lack of land titles by geotagging the farm and plots
- **Leapfrog** physical banks through digital finance
- **Leapfrog** poor market access through digitized collective marketing
- **Leapfrog** biz model by digitizing value chain actors, markets and services.

Discussion:

- Input side: What innovative ways are you seeing ICT (products / services) that are effectively supporting innovation, data collecting and information access that is moving beyond the pilot scale?
- Output side: What apps (or other digital services) are helping farmers and other actors along the value chain improve decision making that goes beyond pilots towards larger scale usage?
- Business models: What do you observe as being key components to successful ICT business approaches.