



M-development: A mirage or a reality?

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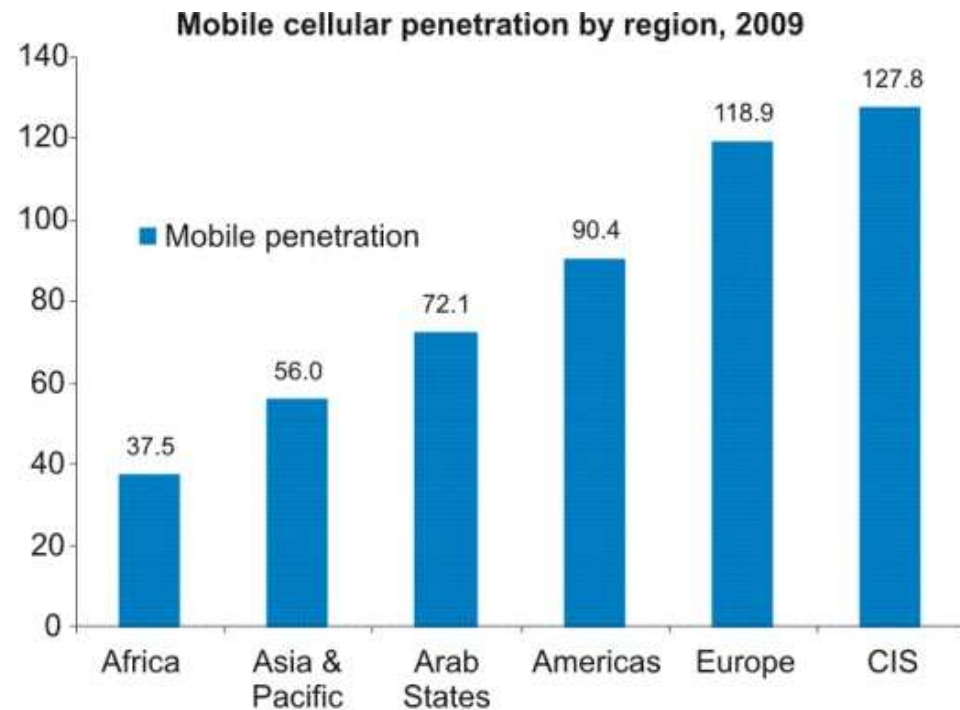
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Enabling poor rural people to overcome poverty



Promising numbers

- **Global:** 4.6 billion subscribers (*ITU, 2009*)
- **Africa:** 264.5 million subscribers (*ITU, 2008*)
- **Sub-saharan Africa:** 60% coverage (*ITU, 2009*)



Source: ITU World Telecommunication/ICT Indicators database.

Mobile phone: catalyst for m-development

- Social and economic inclusion
- Employment opportunity
- New service industry
- Access to information
- Mobile banking: banking the “unbankable”
- Good governance



M-applications

- Agriculture
- Education
- Employment
- Financial services
- Governance
- Health
- Transport

esoko beta

login (email or mobile number) password Login

Remember me Forgot your password?

Esoko brings market access to mobile users everywhere.

search

Browse a Country

- » Benin
- » Burkina Faso
- » Cameroon
- » Ghana
- » Ivory Coast

Mobile Alerts
Setup members and customers to receive automatic updates on their phones of prices, offers, weather, etc.

SMS Push!
An easy system to push SMS content and marketing out to your members, customers or sales prospects

Scout Polling Alerts
Use mobile polling to track field activities, inventory, monitor distribution or evaluate impacts in realtime

Market Sites
Setup webpages quickly and easily to market your organization internationally and display your Esoko content

Esoko for Individuals Esoko for Business

Google trader beta

Search Trader

Ushahidi HOME ABOUT THE P...

for products and services.

[Sell an item](#)
[My items for sale](#)

Buy and sell on your phone!
SMS HELP to 6007
[Learn more](#)

Information Collection, Visualization, & Interactive Mapping

Ushahidi builds tools for democratizing information, increasing transparency and lowering the barriers for individuals to share their stories.

Learn More

Niko na Safaricom

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Pilots show that:

- Rural people are willing to spend on ICT4D
- M-applications need to serve multiple purposes
- Developing countries **SEE** and **WANT** mobile phones as the preferred information delivery system
- One man show? Or partnership?

M-development: A partnership

- Smallholder producers
- Government, policy makers + regulators
- Mobile network operators + service providers
- Handset manufactures
- Content providers + m-application developers
- Private sector + small/medium-size enterprises
- Donors
- Civil society

Partnership on equal footing?



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Making m-development a reality

- Encourage investment in infrastructure (towers, electricity)
- Invest in primary/secondary education
- Scale up successful and sustainable interventions
- Make a case for better coordination among sectors
- Include and invest in ICT4D



There is no “one size fits all”

- Work with and invest in local talents
- Blend old and new ICTs
- Cover the entire value chain
- Develop multi-purpose m-applications that meet local needs



Vision for development 2.0

- Connect and serve 500 million small farms around the world
- Transform content consumers to content producers
- Democratize access to experience
- Promote mobility
- Promote demand-driven and locally relevant content
- Transform subsistence farming to viable businesses



M-development is not a mirage, it can become a reality!

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