

Giving Farmers a Fighting Chance:

Transforming the Rural Economy in Zacatecas through Mobile Technology

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THE PITCH

"Fighting for Farmers" is an information aggregation system that will provide rural farmers access to inter-farm communication regarding crop supply, buyer demand, and market price heuristics.

Our solution will empower the farmers and facilitate equitable trade leading to a sustainable livelihood.

Need Identified



Map: Wikipedia.

Zacatecas State - A major supplier of agricultural produce which is its key economic driver.

- Lack of communication between the rural communities.
- No access to distribution and storage centers
- No Government price support mechanisms.
- At the mercy of middlemen who pay next to nothing for produce.
- Communities remain locked in a perpetual cycle of poverty.

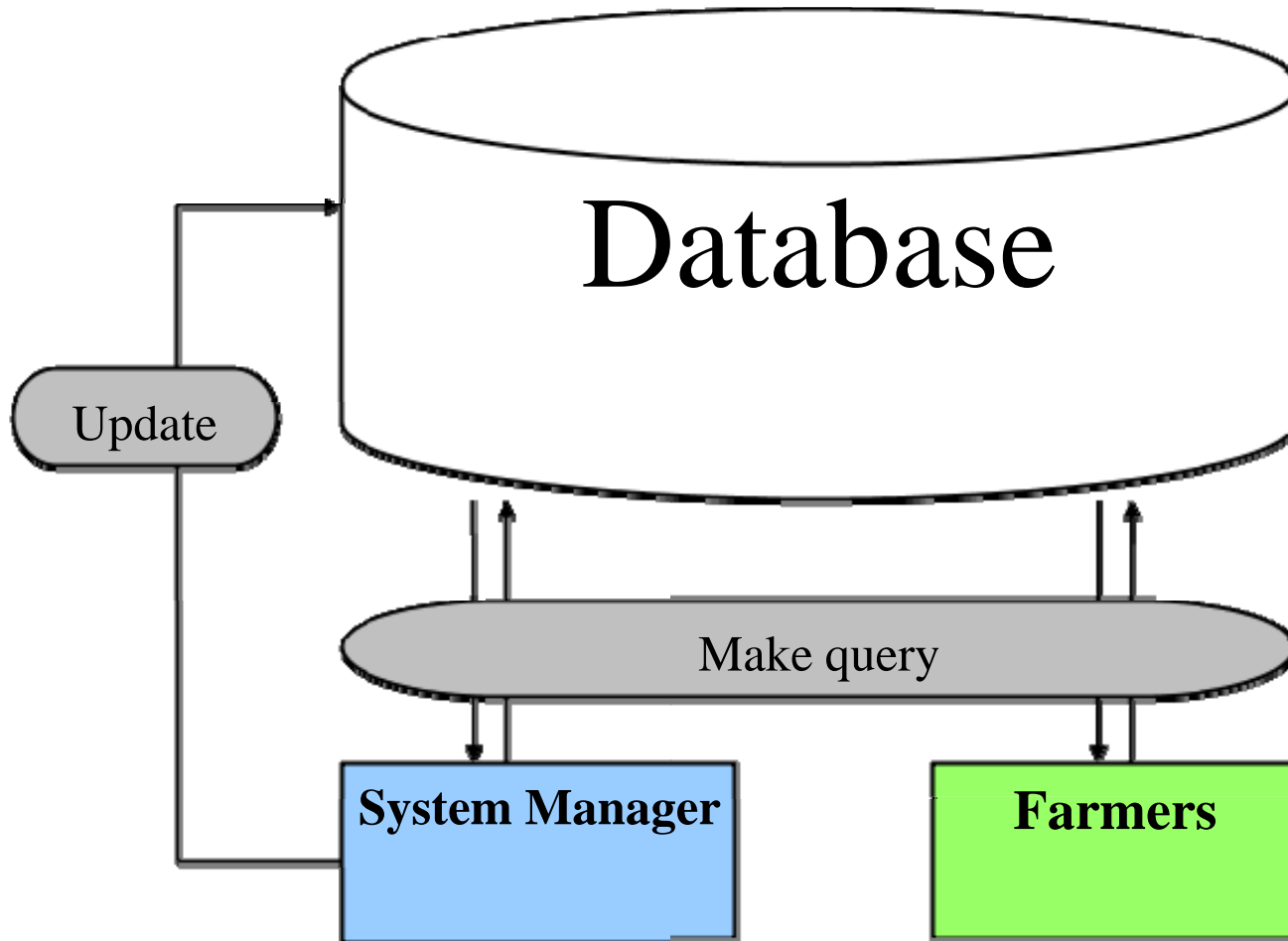
System Overview

Communication tools and databases will be built utilizing already-present technologies.

The information and logic in the system will provide them with real, current, and quantitative indicators and equip them with the necessary tools to succeed.

Project	Country	Start Year	Run By	Media	Content	Tech Partner
EAAI	Uganda	2005	WOUGNET	SMS	- Agri Tech Info - Agri Market Info	Hivos IICD
SMS Sokoni	Kenya	2003	KACE	SMS	-Commodity price - offers to sell/buy	Safaricom
Xam Morse	Senegal	2001	Manobi	SMS	- Agri market inf. - Offer to sell	Sonatel
TradeNet	Ghana	2004	TradeNet	SMS	- Fair Price - Offers to sell/buy	BusyLab
AMIS	Bangladesh	2007	Ministry of Agriculture	SMS	- Commodity price	Grameen phone BRAC
eChoupal	India	1999	ITC	Web	- Online trade - Agri market inf. - Agri tech inf.	

System Architecture



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