

Mobile-Based Farming Information



→ Airtel Africa's "Voice of the Farmer" initiative uses mobile phone networks to provide farmers in developing countries with agricultural information.



ENVIRONMENTAL

By the end of 2013, Airtel aims to eliminate the use of diesel to power its network.



SOCIAL

Voice of the Farmer offers farmers a way to share experiences and exchange information about social gatherings, events, and job opportunities.



ECONOMIC

Timely, accurate agricultural information could help farmers increase productivity, which boosts yields and earnings.

Working with the GSMA, mobile service provider Airtel Africa has initiated a project to provide approximately **250,000 small-holder farmers** in Kenya **reliable and relevant agricultural information** via their mobile phones.

The project, dubbed "Sauti ya Mkulima" (Swahili for "Voice of the Farmer"), offers farmers access to pertinent agriculture-related information, advice, and research that will help them **make better decisions about their crops**, increasing the productivity of their yield, as well as their potential income.

Why a Sustainia100 solution?

Better-informed farmers can increase the productivity of land already under cultivation. Airtel is exploring the use of alternative forms of energy, include hybrid battery banks and solar and wind power, to power its Africa operations. In recent months, 105 solar sites have been set installed in Nigeria, reducing the use of diesel generators from 24 hours to 3 to 4 hours daily.



Developed in Kenya



Deployed in Kenya, Uganda

