



Integrating mobile data services into an existing information ecology

Andy Dearden

Sheffield Hallam University, UK

a.m.dearden@shu.ac.uk



Sheffield Hallam University

Rural e-Services

- Rural e-services: Participatory co-design of Sustainable Software and Business Systems for Rural Co-operatives

EPSRC Engineering and Physical Sciences
Research Council

- + Haider Rizvi, Sheffield Hallam University; Subudh Gupta, Saral Services; Xiaolan Fu, University of Oxford; Paul Matthews, U of the West of England

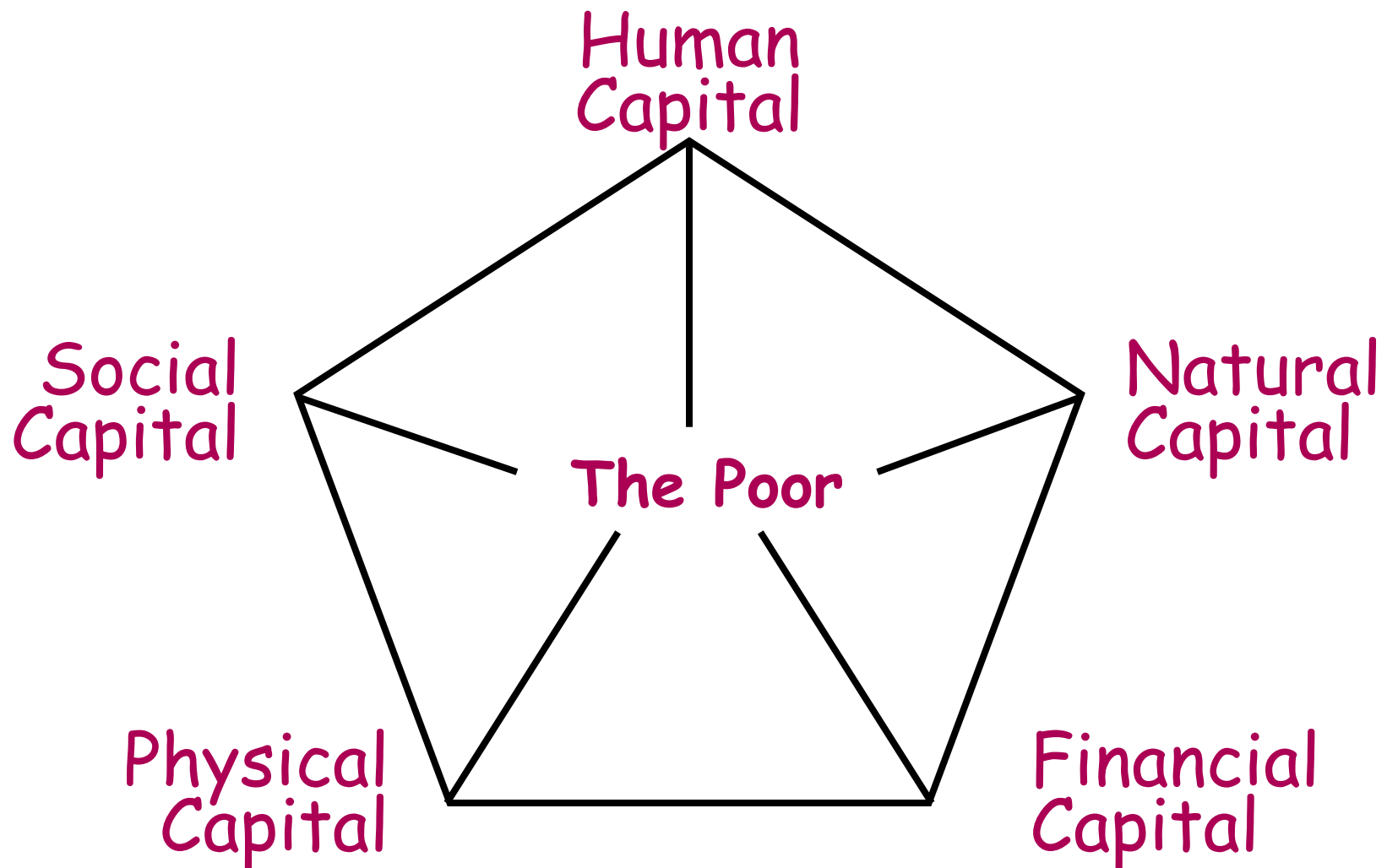


What do we mean by development?

- Development = economic growth?
 - At any cost?
- Development as Freedom
 - Enabling people to make their own choices
- Participatory development practice
 - Empowering individuals and groups
 - Leading social inclusion
- Development as a social change
 - Changing a social ecology



Livelihood assets



The Livelihoods Framework

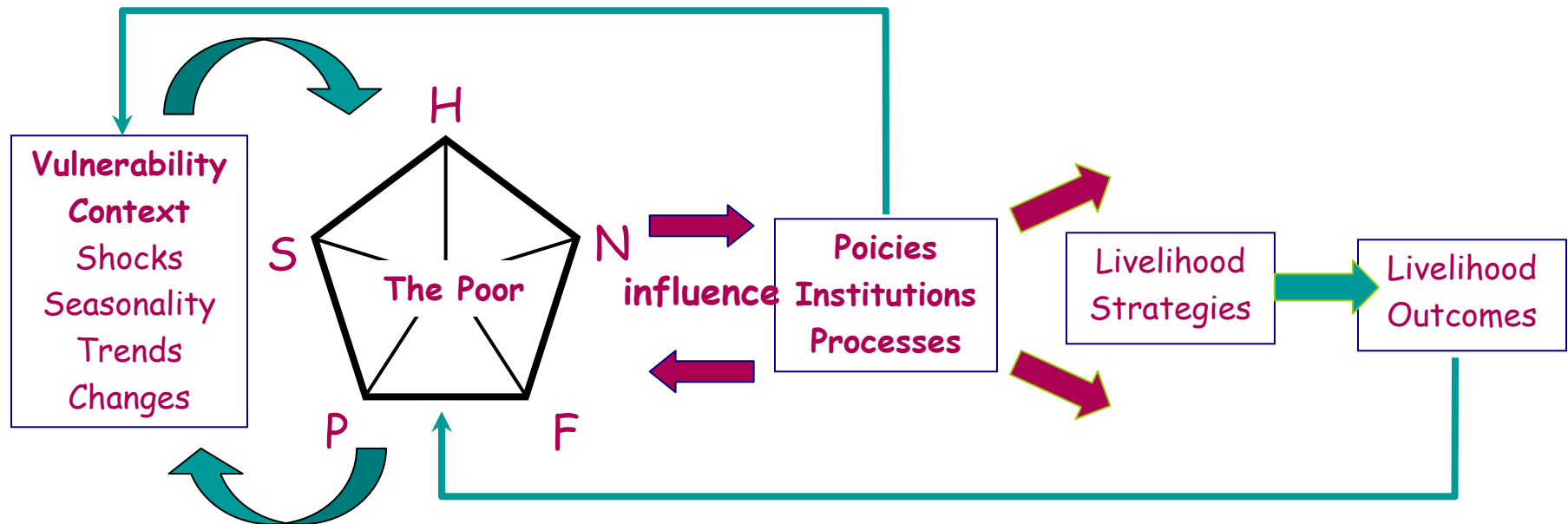
H – Human capital

P – Physical capital

N – Natural capital

S – Social capital

F – Financial capital



Source: DFID Sustainable Livelihoods Framework, 2001



Sironj Crop Producers Company

– The membership

- 600 member / shareholders
- Land holdings ~ 5 bigha
- 50 villages in a 40Km radius
- INR 100 to join

– Extension services

- Bulk purchase of inputs
- Advice on farming methods
- Seed breeding programme
- Aggregating outputs



The design process

- Participatory methods
 - from IT design
 - from rural development
 - From agile software development



The Socio-Technical System

- Mobile camera phones
 - held by local ‘service providers’
- Simple message interface
 - Up to 6 images
 - 1 audio track
- Post using GPRS
- Website back end



...KHETI:... - Mozilla Firefox

Edit View History Bookmarks Tools Help

http://www.vikasdwai.com/Kheti/main.php

Post to del.icio.us del.icio.us/AndyDeard... Post to CiteULike PRADSARElatedProjects Post to CiteULike

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- **Back Office**

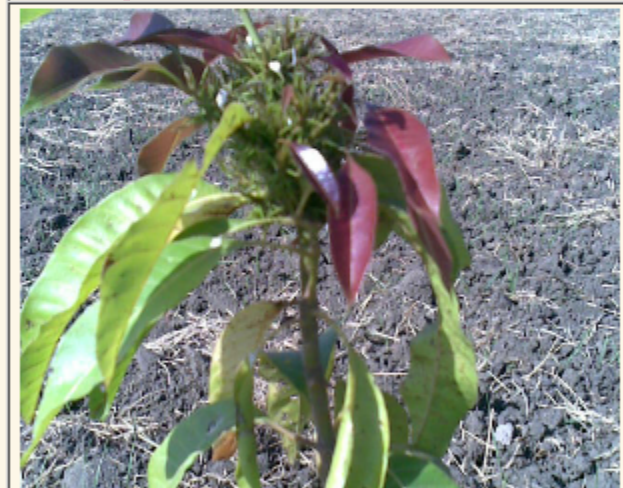
AS screen for seeing SDS from Kheti and Web server

– Advisor call back within 24 hours

SDS from web server

| | | |
|-------|------------|-------------------|
| Gopal | 2008-12-05 | Sonu.sds |
| Gopal | 2008-12-05 | Lchman.sds |
| Gopal | 2008-12-05 | Mohrab.sds |
| Gopal | 2008-12-05 | Halkne.sds |
| Gopal | 2008-11-08 | Mntavae.sds |
| Gopal | 2008-11-03 | Rajaram.sds |
| Gopal | 2008-10-17 | Gopal.sds |
| Gopal | 2008-10-17 | Nahrahaneevae.sds |
| Gopal | 2008-10-17 | Dhhnlyavae.sds |
| Gopal | 2008-10-15 | Misree.sds |
| Gopal | 2008-10-14 | Ramwawu.sds |
| Gopal | 2008-10-14 | Mohrsihnj.sds |
| Gopal | 2008-10-13 | Seetabae.sds |
| Gopal | 2008-10-08 | Kunnu.sds |
| Gopal | 2008-10-04 | Surhs.sds |

– To farmer's mobile, or service provider returns



070207055227.jpeg

|<< << Start >> >>|

A livelihoods analysis

- Providing new physical assets
 - IP enabled camera phones
 - A mixed network of mobiles and desktop PCs
- Focus on social assets
 - Advice from a trusted source
 - Strengthening links between village & district centre
- Developing human assets
 - Improved farming practice
 - New technical skills
 - New communication practices
- Developing financial assets
 - Increased agricultural productivity
 - New financial model for co-op
- Natural assets
 - Solar power?





The take-home message

It's not about the
phone!



Where next?

- Implement in other locations
- Extend to other services
 - Health
 - Microfinance
- No more research funding
 - Looking for partnerships
 - Open source software
 - Maputo