

Service Providers Connect Information to Boost Farm Production in Rural Areas

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Location: Uganda



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Mobile phone use jumped to 60% across Uganda in 2012.

Service Provider Solution:

Provide the Mobile Internet platform that connects the rural Uganda population, bringing access to SMS text messaging and mobile communication options. Over this network Ugandans now have access to vital agriculture information.



By the Numbers

30 million of Uganda's 35 million people live in rural areas, making mobile connections more difficult.¹

82% of rural Ugandans are subsistence farmers and earn their livelihoods and feed their families through agriculture.¹

Mobile phone use jumped to **60%** across Uganda in 2012.²

Of Uganda's 35 million people, 86 percent, or 30 million, live in rural areas.¹ For this large rural population, it's very difficult to gain access to important agricultural information. Limited access to this vital information is a problem for these rural subsistence farmers, as 82 percent¹ of the population depends on agriculture as their main source of income.

Service providers play a key role in connecting people in previously unconnected areas. Mobile phones are now in use by 60 percent of people across Uganda.² By enabling the mobile Internet, service providers provide the platform to connect the unconnected rural Uganda population, bringing access to SMS text messaging and mobile communication options. By bringing this mobile experience to remote areas, service providers help increase the livelihood of families in developing countries.

To stimulate these rural area economies, businesses such as [Nakaseke Telecentre](#) are able to use an SMS-based platform that operates via the mobile Internet to send timely updates on weather changes, average produce prices, available markets, new technologies, and new agriculture methods. Through these connections, rural

¹ [Farm Africa](#)

² Reuters, [Uganda says counterfeit phone purge won't stop mobile growth](http://www.reuters.com/article/2012/10/25/uganda-telecoms-idUSL5E8LPJ0120121025), <http://www.reuters.com/article/2012/10/25/uganda-telecoms-idUSL5E8LPJ0120121025>

Ugandan farmers can educate themselves and increase their crop production to provide a better livelihood for their families.

For Uganda, service providers are providing access to the Internet of Everything - to better connect people, processes, data, and things. As more Ugandan farmers connect via mobile technology to access vital agriculture information and fuel crop production, the Internet of Everything is increasing productivity and improving quality of life.



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