



DATADYNE

Application Name: Mobile Information Platform (MIP)

Area of Focus: Market information/Agricultural extension

How it works: MIP was originally developed and piloted for the DatAgro e-Agriculture project in Chile, which worked closely with smallholder farmers' cooperatives. It uses outbound SMS messaging to provide coop members with access to timely and localized information on topics such as weather updates, crop prices, agriculture innovation techniques, crop illness and alerts on plagues, community related information, and other news. Messages are prepared via MIP's web-based platform and can be pushed to registered farmers on demand. MIP can also send automated news via RSS feeds, although this practice is not currently in use due to the low availability and relevance of content currently available in Latin America that meets SMS length restrictions.

The platform is not specific to agriculture and can be adapted to suit other purposes of information distribution as well. There are also plans to expand the platform to include additional technology-based solutions, including applications for joint crop sales and purchases of consumables (i.e. fertilizer) in Chile. In addition, DataDyne.org is planning to release a publicly available web version of MIP in the future.

Technology used: SMS, mobile phones

Implementer/Funder: Funding for the pilot was provided by the John S. and James L. Knight Foundation. It was implemented by DataDyne and the Zoltner Consulting Group, in collaboration with COOPEUMO cooperative.

Fees: DataDyne.org is currently working on the pricing model for this service beyond the pilot. It will likely have a tiered pricing system, with the lowest tier designed to simply cover the cost of the text messages.

Primary Markets: Chile. MIP is also being used with health public health volunteers in Perú.

Users: The DatAgro project is reaching about 825 individuals, including COOPEUMO cooperative members, other smallholder farmers, and participants in Chile's YoAgricultor program.

Business Model: DataDyne intends to use the same cross-subsidization model they have used with their EpiSurveyor mobile data collection platform: where institutional users with custom or resource-intensive needs pay higher prices than basic users.

Impact: A DataDyne evaluation claims that the DatAgro project enabled the COOPEUMO cooperative to increase its social capital, although this has not been quantified.

For more information visit: <http://www.datadyne.org/programs/mip/datagro>

Sources: All information for this profile was provided directly from DataDyne.org whose CEO Joel Selanikio also provided a presentation at USAID on January 5, 2011 that can be found at <https://communities.usaidallnet.gov/ictforag/node/44>. A video overview of MIP can be found at: <http://www.youtube.com/watch?v=vWvyTb7nrPg>

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