

# The mNutrition Initiative: Mobile Solutions for Agriculture

### 🔍 Background

Launched in February 2014, the GSMA mNutrition Initiative is a programme supported by UK aid (DFID). It aims to improve nutrition for underserved populations by changing the behaviour of farmers through the promotion of accessible mobile-based services, delivered at scale, through sustainable business models.

### 🌀 Approach

A consortium of service providers across the Global South worked together to create apps to deliver agriculture information services to farmers, providing advice and information on weather, crops and techniques, in order to enhance their farming processes and realise better yields. These services were built through data sharing partnerships which included local mobile service providers, external consultancy, user-centric design and expert agricultural advisors.

### 📊 Results

The potential of these data-driven agricultural services to drive behaviour change has been proven by farmers in the field. Farmers that have actively and repeatedly used the services, known as power users, reported significantly more on-farm changes based on best practices, such as planting and harvesting changes, than a comparable group of farmers that do not.

Through improved sharing of key agricultural data, over 1.5 million users globally are estimated to have made changes to adopt best practices on their farms.

Power users in Pakistan are 1.9 times more likely to report an increase in income than non-users, and power users in Malawi are 3.6 times more likely to report an increase in production than non-users. 53% of power users in Malawi reported increased production and 56% of service users in Ghana reported increased production thanks to using services made available by improvements in data sharing.

### Organisations

Airtel Malawi, Dialog Sri Lanka, Grameenphone Bangladesh, Vodafone Ghana, Ooredoo Myanmar, Telenor Pakistan, GSMA Mobile for Development, UK Department for International Development (DFID), Centre for Agriculture and Bioscience International (CABI)

### Regions

Africa and Asia:  
(Malawi, Pakistan, Sri Lanka, Bangladesh, Ghana, Myanmar)



### Further reading

- GSMA (2017), "Creating scalable, engaging mobile solutions for agriculture: A study of six content services in the mNutrition Initiative portfolio"  
<https://www.gsma.com/mobilefordevelopment/wp-content/uploads/2017/07/create-scalable-engaging-mobile-solutions-agriculture.pdf>