

# CELL PHONE CULTURE: OPPORTUNITIES AND CONSTRAINTS FOR ENTREPRENEURSHIP IN EAST AFRICA

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# Menu

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- What role does cell phone technology play in unleashing entrepreneurial action?
- What are the limits of this catalytic effect due to other market system factors?
- What are some additional applications that could bring further entrepreneurial benefits?

# Globalization of Cell Phone Technology - Theoretical Landmarks

- The significance of possession
- Social linking and informational transfer
- Micro economy of coping with money, poverty and labor market

# Context and Data



**SANREM**

western Kenya, southeastern Uganda

Farmer Focus Groups

Individual Channel Member Interviews

# Getting to Kitale



Lodwar Airport, northern Kenya



# 1. What We Found

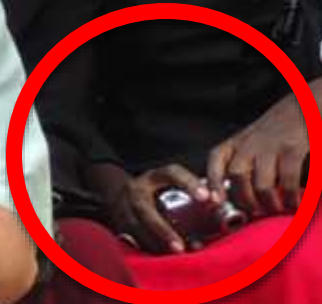
Emergent

Theory Driven



# Kenyans and Ugandans without cell phones







# Middle Class Rural Kenyans



# Organized Ugandan Farmers





# Really Poor Ugandans



# M-BANKING



Note inadequate drying and storage



# Network loyalty? Not so much.





## 2. Constraints on catalytic potential

# Bandwidth issues...cross-platform issues





# Information please!



# Lack of civil infrastructure



# Inadequate transport infrastructure



# Theoretical Landmarks

- The significance of possession
  - ▣ Cultural propriety
  - ▣ Ever present, but not de-valorized
- Social linking and informational transfer
  - ▣ New linguistic forms
  - ▣ Remittances irrigate
- Micro economy of coping with money, poverty and labor market
  - ▣ Varied links to entrepreneurship
  - ▣ Remittances irrigate somewhat



## 3. Other Catalytic Opportunities



Small  
businesses

Meso-level  
business

Opportunities

Information

Training/E  
ducation

Supporting  
existing  
services

Paying bills

# WHAT ARE OTHER FARMERS DOING?

SHAMBA  
SHAPE-UP

Kenya's first TV makeover show  
**SHAMBA  
SHAPE-UP**

GROW MORE FOOD, MAKE MORE MONEY,  
BUILD A BETTER LIFE.

HOSTED BY:  
TONNY NJUGUNA  
NAOMI KAMAU

**CITIZEN**  
Television  
Vision For You

TIME:  
Saturday @ 1:30 (English)  
Sunday @ 1:30 (Kiswahili)

Supported by:

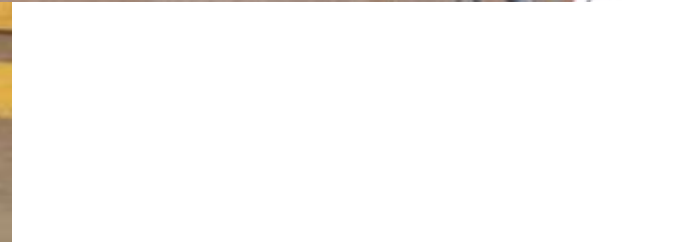
AGRA FDC UNCA syngenta THE MEDICAL...  
ESD Kenya alight CCL...  
From the horizon

# Catering to Small Business Market Segments





# More SB Segments



# Meso-Segments



# CROP QUALITY



# Border Issues



# Crowd Sourced Traffic Information



# Education



# Training



# Finding Markets





# Social Networking, oh yeah!



# Augmenting existing fledgling services

**AgriNet**  
Your Bridge to the Market

## Agricultural Market Intelligence Service

Our market information service delivers to your mobile phone real time, concise, trusted information you need to make your business decisions. You get SMS texts of reliable market intelligence generated from our main trusted network of trade agents, buyers and sellers PLUS a contact person to follow up for more help. Our network allows us to be at the front of the moving markets on your behalf and keep you informed in time.

You need to know today's market price for the commodities you want to sell or buy in the market.

We provide selected market prices of your choice for 3-5 commodities that interest you three times week.



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subscription  
(UGX 12,000)

You need to know whenever somebody is buying or selling the commodities you are interested in and what price they offer.

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UGX 300  
per SMS

Contact us on: Plot 206, Upper Mawanda Road, Old Mulago Hill, P.O. Box 22180, Kampala (Uganda)  
Tel/Fax: +256 414 530 690, Mobile: +256 774 401182, Email: admin@agrineta.net, Website: www.agrineta.net

6.7 MARKET PRICE UP

# School Fees and Bill Paying



# 4. Recommendations

- Help build cell phone infrastructure
- Data compression
- Develop multiple network phones
- Partner with local companies, e.g., MTN
- Sign up firms and public sector entities for cell phone banking
- Support development in south Sudan
- Re-think value proposition
  - ▣ cell phones as devices that deliver security, safety, privacy, insurance
- And don't forget cell phones are a fashion good

# 4. Recommendations cont.

## □ Apps

- Various training programs
- Accounting, bookkeeping, farm budgeting
- General information: agriculture, markets and marketing, health
- Voting
- Moisture probe
- QR readers for crops

# Cross cultural lessons

- In a global frame
  - ▣ issues of safety and security
    - Personal (Euro-American)vs.
    - Fiscal
    - Civil
    - Communitarian (= Horst and Miller, Jamaica)
  - ▣ gender issues (?)

# Cross-cultural lessons

- In a regional frame: Kenya vs Uganda
  - ▣ Ethno-cultural factors
    - Importance of maize
    - Ethnic dominance
  - ▣ The role of the middle classes
  - ▣ The political and commercial building of social trust
    - The Janus-face of liberalization



Thank you!

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