



COMMUNITY KNOWLEDGE WORKER

Application Name(s): CKW Search, CKW Survey, CKW Pulse

Area of Focus: Farm extension services

How it works: Trusted community members are identified and trained as Community Knowledge Workers (CKWs) to disseminate and collect agriculture-related information via Android phones.

Grameen is currently working with almost 200 CKWs in Uganda who provide free agricultural information and advice to rural farmers (including crop information, market prices, weather information and inputs) on their smart phones. Grameen is also planning to load its content database onto SD cards for the CKWs so that they can still have access to content even when they are out of network range.

Technology used: Mobile phones

Implementer/Funder: Grameen Foundation's AppLab in partnership with MTN-Uganda and funding from the Bill & Melinda Gates Foundation.

Fees: Services are provided for free to the farmer. Grameen collects fees from private sector and development agency consumers for its data collection services, which are available in three packages.

Primary Markets: Uganda (districts of Kapchorwa, Gulu, Amuru and Nwoya)

Users: Small hold farmers via trained CKWs (approximately 500 – 750 households per CKW)

Business Model: Grameen estimates that CKWs earn upwards of \$2/day after costs (for things such as phone re-payment, insurance and airtime) for providing information to and collecting surveys from farmers in their community. In addition, some CKWs provide telecom services such as battery charging and airtime. It is still too early to tell whether or not this model will be sustainable without outside funding.

Impact: Grameen plans to conduct an impact assessment over the next year and a half. Although a CKW pilot report from 2009 found that the information CKWs provide to farmers leads to increased productivity and revenues.¹

For more information visit: <http://www.grameenfoundation.applab.org/ckw/section/index>

Sources: Presentation by Sean Krepp, Director of Grameen AppLab Uganda, delivered at USAID on October 18, 2010.

¹ <http://grameenfoundation.org/sites/default/files/Grameen-Foundation-Community-Knowledge-Worker-Pilot-Report.pdf>

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