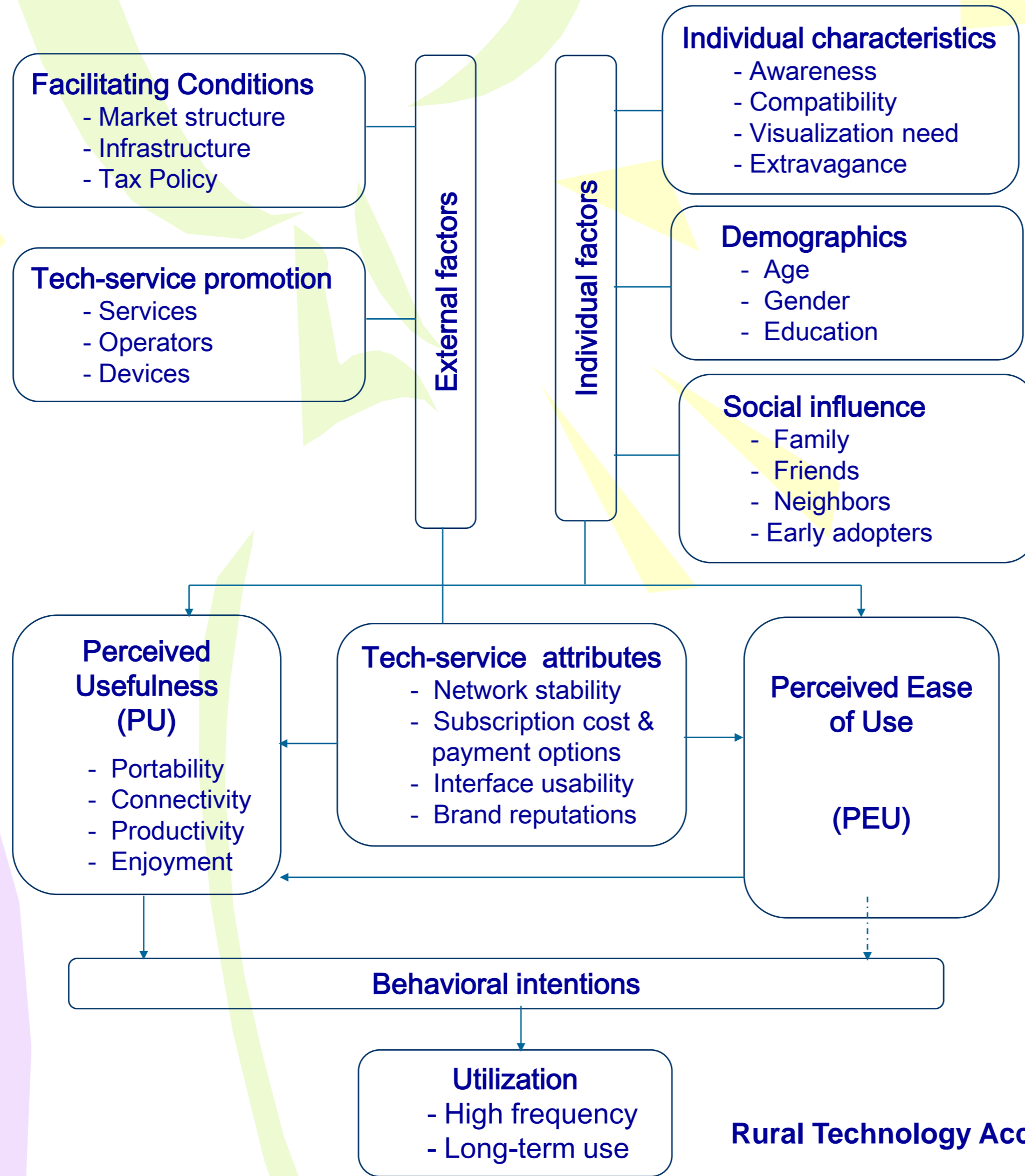


PHASE 1

Factors influencing the adoption of mobile phones among the farmers



Objective:
Investigating the factors influencing the adoption of mobile phone technology among farmers in Bangladesh.

Sample size:
210 farmers (randomly selected) in Bangladesh

Method:
Interpretive case study (Walsham, 1995)

By means of:
- Survey data
- Participant Observation (Oates, 2006)
- Earlier studies on rural Bangladesh, and
- Prevailing technology acceptance theories

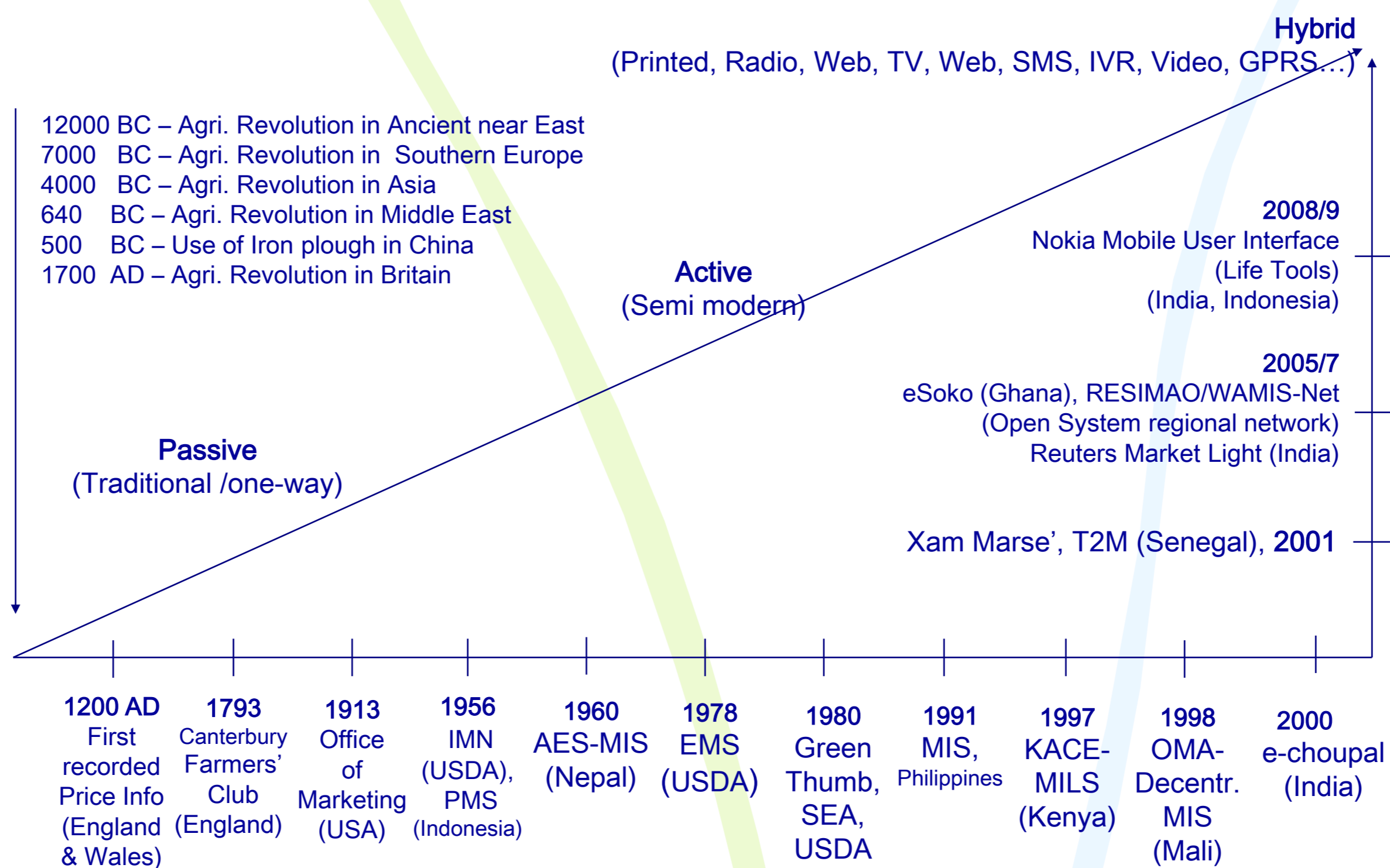
Outcomes:
Rural Technology Acceptance Model (RUTAM)

Salient features:
- Social influence is higher than technology itself
- Two new external factors :
 'Tech-service promotion'
 'Tech-service attributes'



PHASE 2

Transformation of AMIS with the emergence of new Media



Objective :
Investigating the transformation of AMIS in developing regions

Sample size :
49 Least Developed Countries (LDCs)

Method :
Literature Survey

Findings :
- Found in 35 countries
- Radio is still dominating
- Internet and mobile phones popularizing
- 25 countries use web based services
- 20 countries use mobile phones
- The rest follow traditional methods like Radio, Newspapers, Bulletins and Price-boards.

ABOUT THE PROJECT

Supported : Small farmers (N =100)
Information disseminated : Daily price information (Maximum wholesale and Retail) of Agricultural produce
Information collected by : Three local price-collectors
Dissemination method : Mobile phones (SMS)
Benefits : Improved bargaining position of the farmers
Reduced transaction cost by reducing risk
Information empowerment - " It just feels good to know, to be in control".

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