



2008 GLOBAL DEVELOPMENT MARKETPLACE PROPOSAL SUMMARY



Project Number: 5784 **Booth Number:** 28
SMS-Based Auctioning and Agriculture Commodity Exchange

COUNTRY: Serbia
ORGANIZATION: GM Consulting
FUNDING REQUEST: \$155,350

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OBJECTIVE: To increase the average revenue of 500 small farmers by a minimum of 10 percent by bridging the information gap for real-time pricing and market information and access to auction and commodity exchange capabilities via SMS mobile phones.

RATIONALE: Serbian farmers have difficulty linking to profitable markets because they lack access to transparent and real-time market information. In one UNDP survey, 31% of interviewed rural households in Serbia said that they need expert assistance in getting information about markets but only 0.9 percent use Internet as a source of information. In the absence of market information, farmers often resort to selling their products in less valuable local markets or through a middleman, thereby resulting in lower profits. The project will go beyond traditional SMS information services that offer only market price information to provide a service enabling farmers to directly receive offers for their products.

INNOVATION: The project will provide to farmers an innovative SMS-based platform via their mobile phones and personal computers to access a database of real-time information about producers, agribusiness centers and other SMEs and participate directly in auctions and commodity exchanges.